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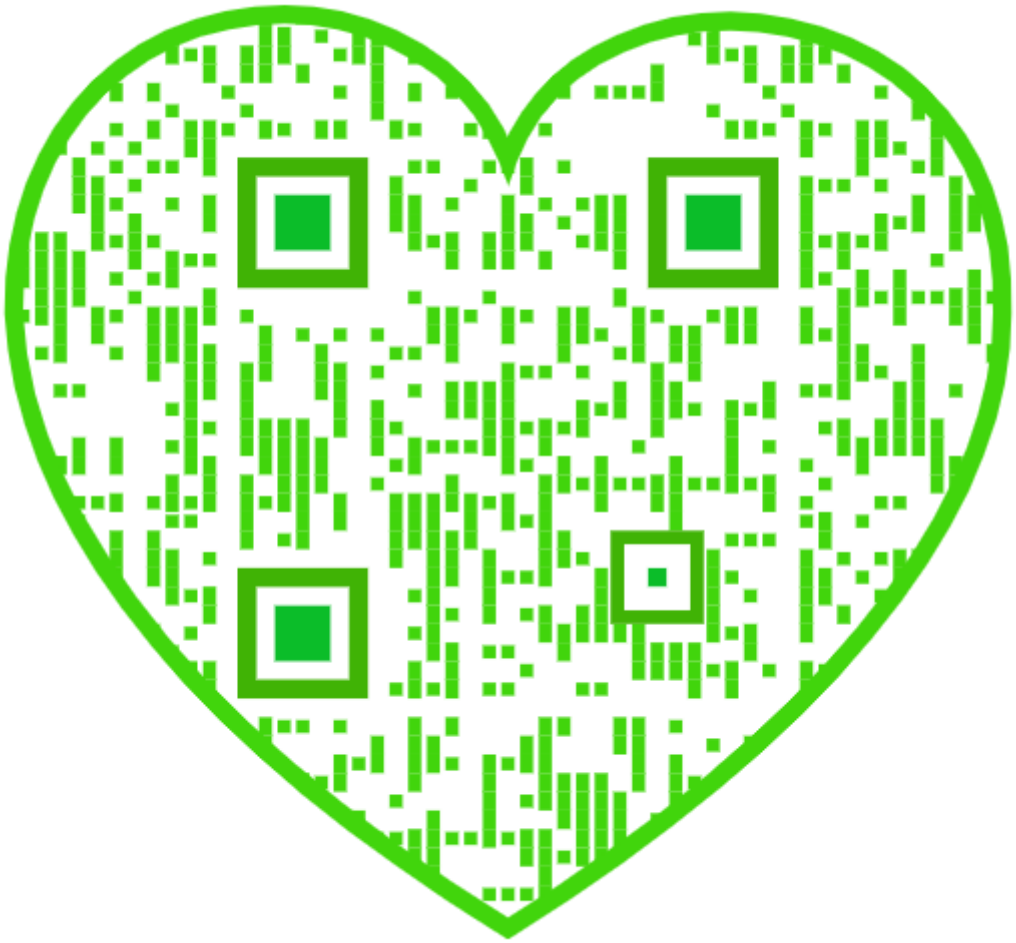

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Master Negative Storage Number

PSt SNPaAg186

CONTENTS OF REEL 186

1) The Tobacco world, v. 49, 1929
MNS# PSt SNPaAg186.1

2) The Tobacco world, v. 50, 1930
MNS# PSt SNPaAg186.2

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Place of Publication: Philadelphia, Pa.

Copyright Date: 1929

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
590 Archival master stored at National Agricultural Library, Beltsville, MD : print master stored at remote facility
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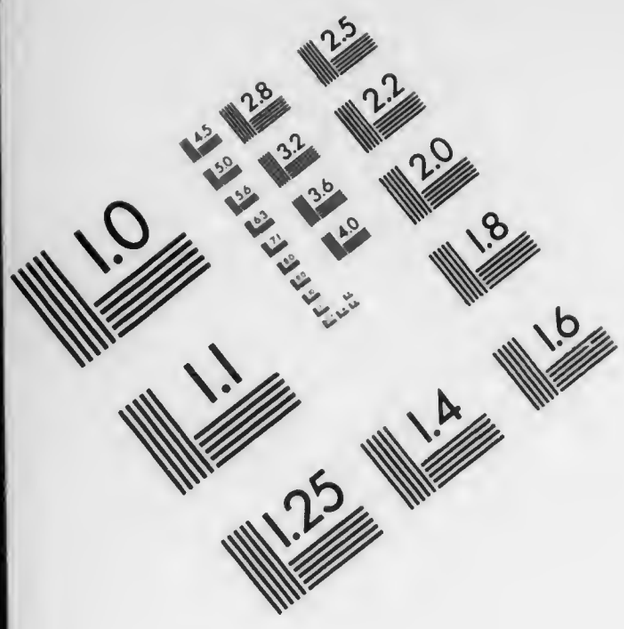

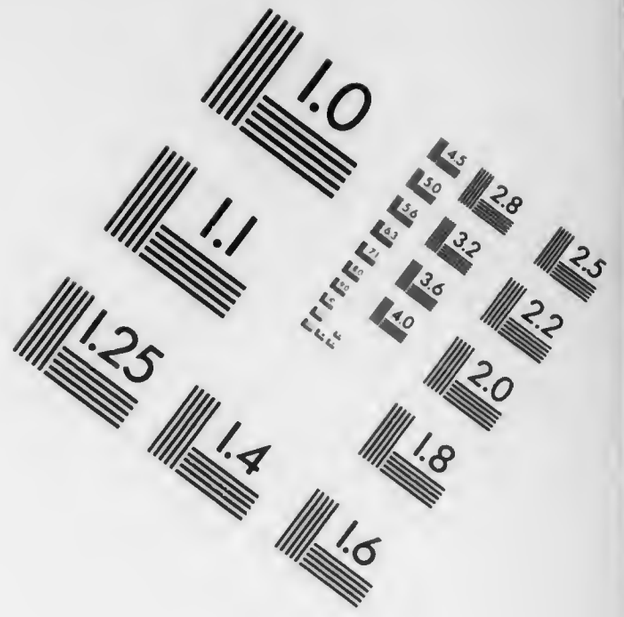

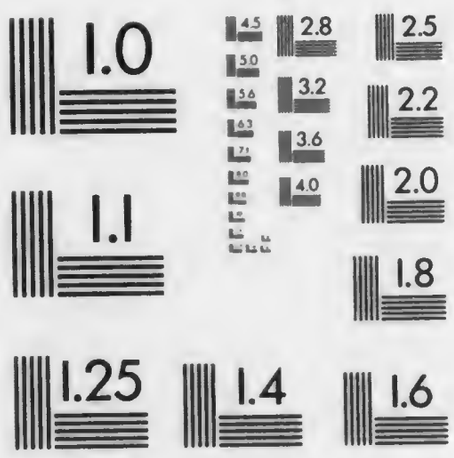

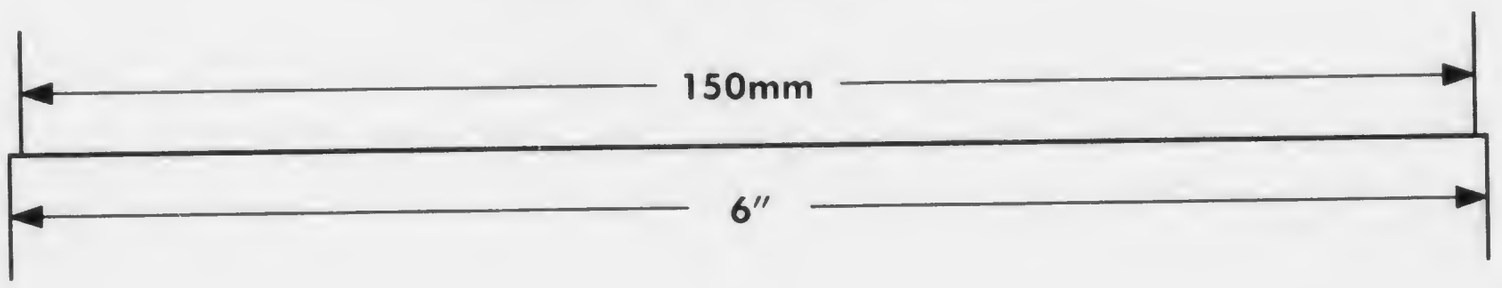

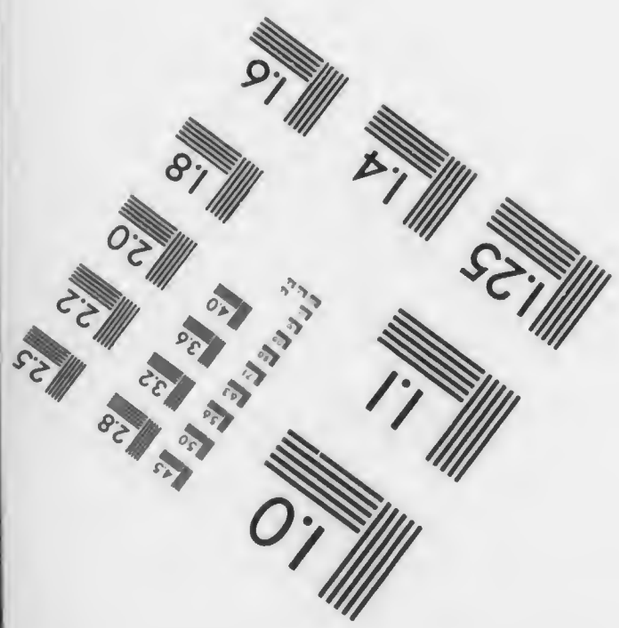

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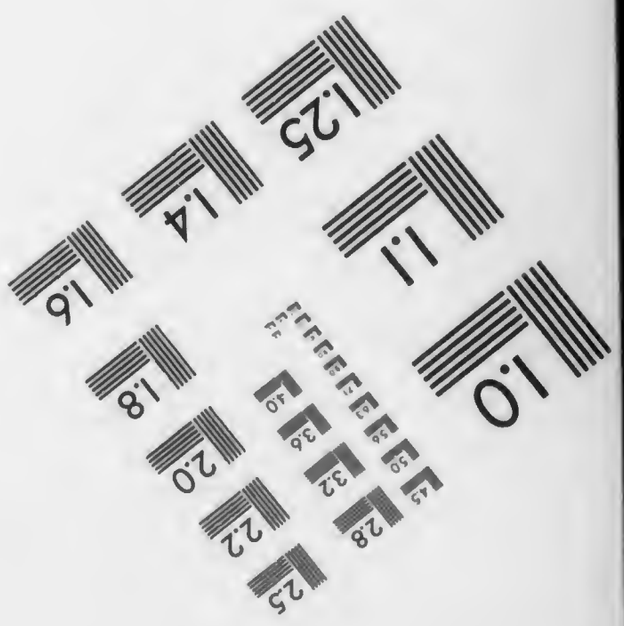

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JANUARY 1, 1929

VOLUME 49 No. 1

THE TOBACCO WORLD

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U. S. Department of Agriculture

The consideration and kindly cooperation extended by dealers, jobbers and manufacturers in the United States to Porto Rican growers, during the difficulties following the devastating hurricane of September last, will not soon be forgotten.

They have engendered a GOODWILL that we take personal pleasure in expressing to you at this Holiday Season. May the coming years see this feeling augmented and we hope you will continue to aid Porto Rican growers by anticipating your wants in this aromatic and increasingly popular leaf as much as possible.

All good wishes for your success and happiness.

Government of Porto Rico Tobacco Guarantee Agency

M. T. SALDAÑA, General Manager — 1457 Broadway, New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

No one ever blames a cough on a cigar

A good cigar deserves a wooden box; a cheap one needs it

A wooden box makes any cigar a better cigar---better to smoke---better to sell.

The porous wood, its natural aroma blending with that of the cigars, add to the fragrance and richness of taste that make cigars the first choice of tobacco lovers.

Wooden boxes make a better display, handle better, and stack firmly with the most efficient use of space. They are the most attractive, inviting form of packaging. They present to view all the cigars' sales points at once---size, shape, color and finish. It is good business to pack your cigars in wooden boxes.

After all nothing satisfies like a good cigar

The best cigars are packed in

WOODEN BOXES

JUN 9 1932

Volume 49

THE TOBACCO WORLD

Number 1

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, JANUARY 1, 1929 | Foreign $3.50

G. J. BROWN RESIGNS FROM AMERICAN

GERSON J. BROWN, who has been associated with the American Cigar Company for a number of years, and vice-president of the company since 1925, has resigned from that company, effective January 1st.

Mr. Brown has made no announcement as to his future plans.

According to an announcement by the American Cigar Company, it is not contemplated at the present time to elect anyone to fill Mr. Brown's position with the company. R. M. C. Glenn will continue as vice-president in charge of sales, and Nathan Weiss will continue as vice-president in charge of leaf purchases and manufacture.

Another change made in the personnel of the company is that Frank W. Harwood, who has been advertising director of the American Tobacco Company since 1924, has resigned from that position and become advertising director of the American Cigar Company.

Mr. Harwood will remain a member of the Board of Directors of the American Tobacco Company, and has also been elected to the Board of Directors of the American Cigar Company.

J. H. DUYS, JR., NOW VICE PRESIDENT OF H. DUYS AND COMPANY

John H. Duys, Jr., son of the president of the firm of H. Duys and Company, leaf tobacco importers of New York City, has recently been elected a vice president of the firm in recognition of his splendid record of service with that company.

Mr. Duys joined the firm upon the completion of his education and is at present manager of the Duys Havana department together with Harry Mendelsohn.

Mr. Duys has been spending much of his time recently in Havana looking after the interests of his firm there, and the office of second vice president was created especially that he might be rewarded for his splendid showing since joining the company forces.

RIGGIO SUCCEEDS HARWOOD AS AMERICAN TOBACCO COMPANY ADVERTISING HEAD

Vincent Riggio, head of the sales department and assistant vice-president of the American Tobacco Company, has been appointed advertising manager of the American Tobacco Company following the resignation of Frank Harwood.

William Witzleben, who was former assistant to Mr. Harwood, will have charge of the technical end of the advertising.

CONNECTICUT GROWERS MAY WITHDRAW FROM N. C. L. T. A.

THE Connecticut Leaf Tobacco Association at a recent meeting held at Hartford, Conn., has voted unanimously to withdraw from the National Cigar Leaf Tobacco Association, it was learned last week, according to a letter forwarded to Henry Fisher, secretary of the National Association.

Following is the letter:

"The Connecticut Leaf Tobacco Association has voted to withdraw from membership in the National Cigar Leaf Tobacco Association, and we herewith tender our resignation. After mature deliberation we have arrived at this decision.

"The directors of the National Association appointed from Connecticut have never been invited to participate in the councils of the National Association, and the members of our association feel that their interests in the tobacco industry will be better served by acting as an independent unit.

"We are authorized to inform you that our local association will pay their pro rata share of any outlays which have already been-contracted for by the National Association."

Mr. Fisher forwarded the following reply to the Connecticut Association:

"New York City,
December 20, 1928.

"The Connecticut Leaf Tobacco Association, Hartford, Connecticut.

"Gentlemen:

"Receipt is acknowledged of your letter of December 19th, and contents duly noted.

"In reply wish to say, as the National Cigar Leaf Tobacco Association does not meet until next June, no action can be taken on your resignation until that time, and you can understand that personally I have no authority to accept any resignations.

"You state that the directors of the National Association appointed from Connecticut have never been invited to participate in the councils of the National Association, and with regard to this I wish to say, to my knowledge, no meeting has been held of the directors since the last annual meeting in Dayton. I have personally not sent out any call, and a call of this nature would naturally come through the secretary.

"Under the circumstances, I am of the opinion that your resignation is a little unjustified.

"While there may be differences of opinion on the tariff question, there are matters of considerable importance in which the leaf tobacco industry is interested, and in which questions, packers, growers and importers are in accord.

(Continued on Page 10)

MAZER-CRESSMAN ANNUAL BANQUET

THE ANNUAL BANQUET of the Mazer-Cressman Cigar Company, to their "Ten Year Gang," was held in Detroit, Mich., on Saturday evening, December 15th, at the Cadillac Athletic Club.

The banquet was attended by 250 guests of the Company, and included the entire field force, which was called in off the road for the occasion.

It has been the custom of the Company for the past four years to present each employee with a solid gold watch upon the completion of ten years of service with the company, and the following were presented with watches at this banquet:

Charles N. Reichling, Gertrude H. Drezden, Kate Ziske, Florence Chilinska, Frances Socha, Anne Hupp, Anna Jagodzinski, Eva Hoppe, Josephine Krajnik, Florence Pawloski, Celia Gasek, Lizzie Nat, Clara M. Haran, Rosa Machajewski, Anna Gorkewicz, Bernice Pickiewicz, Anna Novicki, Anna Potulny, Francis Ryzinski, Tillie Tucker, Julie Lindsey, Mary Kavacinski, and Julia D. Kansky.

It was announced at the banquet that Harry Riesenberg had been added to the sales force of the Company. Mr. Riesenberg has been assigned to the Pacific Coast territory effective January 1st and he is expected to make a splendid showing in that territory during 1929.

The entertainment at the banquet was provided by the Manuel Girls who broadcast over the radio each week in behalf of the Mazer-Cressman Cigar Company.

MRS. CAROLINE C. HANKINS

MRS. CAROLINE COWPERTHWAIT HANKINS (nee Logan) passed away at her home in Pemberton, N. J., on Tuesday afternoon, December 18th, at the age of 80 years. She had just celebrated her fifty-ninth wedding anniversary on Sunday, December 16th.

Mrs. Hankins was born on a farm near Pemberton, on June 2, 1848. She was the daughter of the late John Shinn Logan and Margaret Cowperthwait Logan, and came of a widely known Logan family in Burlington County, N. J. Her great-grandfather was James Logan, a sergeant in Captain Pancoast's Company, Burlington County Revlutionary troops. He came of a Logan family which settled in Bucks County, Pa., about 1720.

She was also descended from Robert Stacy, one of the original proprietors of New Jersey, whose signature appears on the concessions and agreements of that time. He was also one of the first commissioners and one of the first magistrates of West Jersey.

Mrs. Hankins had been a member of the Pemberton Baptist Church for a great number of years and had always been actively identified with charitable activities in the town until her health failed a few years ago. She had been a paralytic for four years prior to her death.

She is survived by her husband, James Benson Hankins; one daughter Mrs. John C. Hamilton; and four sons: Ormond L. Hankins, John B. Hankins, Hobart B. Hankins, who is editor of THE TOBACCO WORLD, and Gerald B. Hankins.

Services were held privately from her late home on Friday afternoon, December 21st, and interment was private in the Pemberton Baptist cemetery.

The Tobacco World

Wishes its Readers and Friends

A HAPPY NEW YEAR

The Greatest Long-Filler Machine Ever Built

Improved!

With Three Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The MODEL S UNIVERSAL
Long-Filler Bunch Machine

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven blower. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects* a saving of binders because smaller binders can be used.

This High-Grade Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

{Non-Blending Type}

For High-Grade Work

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

Labor, Stock and Money-Saving Features.

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and height.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

WHELAN DRUG COMPANY TAKES LEASE

THE Whelan Drug Company, a subsidiary of the United Cigar Stores Company of America, has leased forty-one feet on the ground floor and all the basement of the North American Building, at the northeast corner of Broad and Sansom Streets, from the North American Building Corporation. The lessee was represented in the transaction by Mastbaum Brothers & Fleisher and the owner by Richard J. Seltzer. The space to be occupied by the Whelan Drug Company under the terms of the lease is a store forty-one feet on Broad Street with a depth of 100 feet on Sansom Street, with a store in the basement fronting on the concourse of the Broad Street Subway, which is the first store to be leased on the concourse. The lease is for a long term, involving an aggregate rental of more than $1,500,000. The first floor of the building is now being altered to suit the requirements of the lessee from plans by Leroy B. Rothschild and Harry Mitchell, of New York City. The Whelan Drug Company will take possession early next year. The company recently purchased the building at the southeast corner of Eleventh and Chestnut Streets, through Mastbaum Brothers & Fleisher, and also leased, through the same brokers, a corner store in the new McClatchy Building, at Sixty-ninth and Market Streets.

WEBSTER-EISENLOHR PRODUCES 900,000 CIGARS A DAY

Anthony Schneider, of the Webster-Eisenlohr Company, Incorporated, successor to the old-established firm of Otto Eisenlohr and Brothers, Incorporated, announced last week that "The company is producing now at the rate of 900,000 cigars a day, which represents an increase of 100 per cent. over the rate of production last April when we were making only about 450,000 daily. We are earning far in excess of 10 per cent. on present outstanding stock."

MACANDREWS AND FORBES DIVIDEND

The Board of Directors of MacAndrews and Forbes Company, of Camden, N. J., licorice manufacturers, have declared an extra dividend of twenty-five cents on the common stock in addition to the regular quarterly dividend of sixty-five cents. The regular quarterly dividend of $1.50 was also declared on the preferred stock. All dividends are payable January 15th to stockholders of record December 31st.

UNION COMPANY STARTS NEW TAREYTON CAMPAIGN IN PHILADELPHIA

LAST WEEK a new and interesting advertising campaign was launched by the Union Tobacco Company on their "Herbert Tareyton" cigarettes in Philadelphia. It is planned to make the campaign nation wide on January 1st.

Workers in all the walks of life will be featured in the advertising, and the outstanding feature will be that men and women who require steady nerves at their daily tasks smoke "Herbert Tareyton" cigarettes.

Tom Allely is in charge of the distribution of Union Tobacco Company products in Philadelphia, and he reports they have been showing a consistent increase in this territory for some time.

BAYUKS ENTERTAIN FACTORY HEADS

The annual get-together of the factory heads of Bayuk Cigars, Incorporated, was held on Friday, December 17, at the Benjamin Franklin Hotel, Ninth and Chestnut Streets, when the superintendents and their assistants from the chain of factories operated by Bayuk Cigars, Incorporated, met for conference, under the supervision of Managing Director Harry P. Wurman.

Business sessions were held during the morning and afternoon, and at 6 o'clock the guests were seated at a banquet, following which the entire party were the guests of the company at a local theatre.

TOBACCO COMPANIES RECEIVE TAX REFUND

The Treasury Department's annual list of tax refunds, covering the fiscal year ending last June 30th, for taxes erroneously collected and returned to individuals and corporations, made its appearance last week.

The list made public by the House Committee on Expenditures carried only those refunds over $500 and included claim allowances on income, capital stock, sales and estates taxes collected for 1928 and prior years.

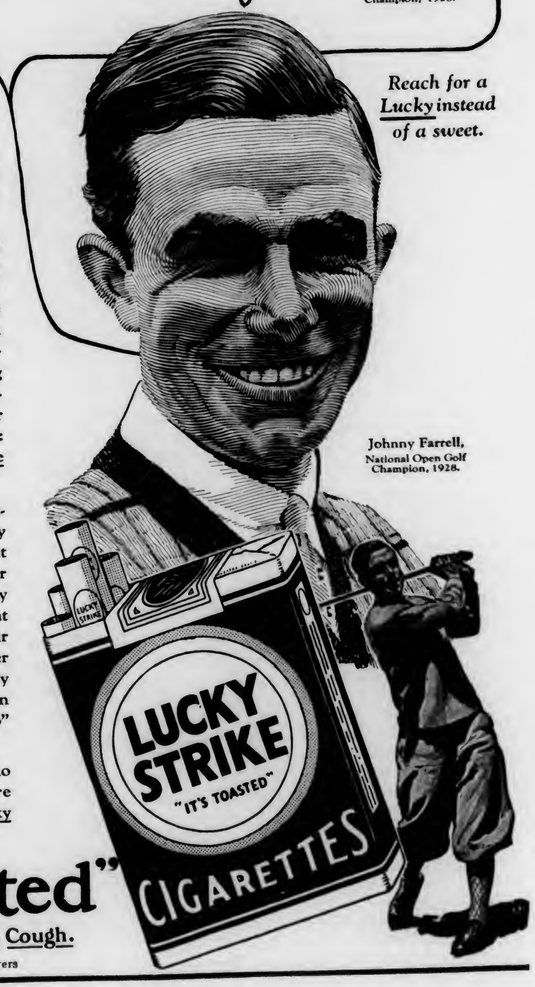
The R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., received the largest amount in refund—$6,213,808. The American Tobacco Company, of New York, was next on the list with a refund of $4,270,059.

The Congress Cigar Company, of Philadelphia, received a refund of $16,850.07.

"Pass me a Lucky - I pass up the sweets."

Johnny Farrell

Johnny Farrell, National Open Golf Champion, 1928.



Reach for a Lucky instead of a sweet.

Johnny Farrell, National Open Golf Champion, 1928.

When fattening sweets and heavy, rich desserts tempt and you dread extra weight, light a Lucky instead. The sensible and sane way of reducing—no discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skilfully blended to make Lucky Strike. Then, "It's Toasted." More than a slogan, this secret process brings out every essence in the tobaccos and produces a flavor which makes Lucky Strike a delightful alternative when that craving for fattening sweets tempts you—there is no interference with a natural appetite for healthful foods. Now folks say: "It's good for everyone to smoke Luckies."

Toasting does it. At the same time toasting removes impurities. That's why 20,679 physicians are on record that Lucky Strike is less irritating than other cigarettes. Toasting does it. That's why prominent athletes have testified that Luckies do not cut the wind nor impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who love the "pep" that comes with health and vigor.

Remember, sensible slenderizing is no longer a secret. Next time you are tempted by fattening sweets, light a Lucky instead, and avoid overweight.

"It's toasted"

No Throat Irritation - No Cough.

© 1928, The American Tobacco Co., Manufacturers

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RADIO PROGRAMS advertising cigarettes are made the subject of a complaint which has been filed with the Federal Radio Commission by Joseph Burger, president of the United Restaurant Owners' Association, in which the Government is asked to have the programs stopped. If the Commission fails to take action, it is declared in the complaint, the association will go to the courts, and it is also intimated that the matter will be brought to the attention of Congress during the present session.

The programs complained of are characterized as "insidions, unmoral and outrageous," and the purpose of the propaganda is declared to be to "transform the schoolgirls and growing boys and the youth of the country into confirmed cigarette addicts, regardless of established medical and health findings."

Declaring that the Federal Radio Commission has broad authority to grant, modify or withdraw operating licenses to broadcasters on the principle of "public service, convenience or necessity," Mr. Burger, in behalf of his organization, asked "Is it to public interest, convenience or necessity to permit a powerful organization to broadcast to 10,000,000 homes in the United tates the claim that its cigarettes are an aid to health?

"Is it upon the basis of public interest, convenience or necessity that alleged testimonials, for which high prices are reputed to be paid to stage and motion picture celebrities, should be broadcast over a nation-wide network, encouraging smoking of cigarettes as a substitute for wholesome food?

"Is it to public interest, convenience or necessity to allow a great corporation to tell the future mothers of the nation that the way to retain the fashionable figure is not exercise, nor moderation, nor clean-living —no, it is to smoke more cigarettes.

"Is it to public interest, convenience or necessity that the growing boys of the country should be told through radio that cigarette smoking is harmless, and that it is the smart thing to do because leading athletes whose alleged testimonials are recited on the air, are supposedly confirmed cigarette addicts?

"In view of the situation as presented herewith," the Commission is told, "the authority granted by Congress to the Federal Radio Commission to control radio communications in the United States on the principle of public interest, convenience or necessity, and the undoubted injury to public welfare which this propaganda is effecting, I respectfully request a statement from the Commission as to whether or not action will be taken in the premises.

"If the Federal Radio Commission feels that the people of the United States, in whom the domain of the air is vested, have no protection under the radio act of 1927 from such outrageous propaganda broadcast through the air by stations licensed by the United States Government, the United Restaurant Owners' Association is ready to take steps to secure an interpretation of this act by the highest courts of our land."

Change In Bill of Lading Requirements On Imports Urged

Enactment of legislation authorizing collectors of customs to permit the entry and to release merchandise from customs custody without the production of the original bill of lading, provided the person making the entry furnishes, in lieu thereof, a copy marked "for customs purposes only," certified by the carrier of the merchandise to be an exact copy of the original on file in his custody, is being urged by importers in letters to members of Congress.

It is declared that this legislation will be greatly in the interest of the importing industries wthout jeopardizing in the least the interests of the Government. The need for legislation of this character is said to be emphasized by the fact that at present a collector of customs, for his own protection, must require adequate bond when releasing merchandise without the original bill of lading.

The premium charged on these bonds by surety companies, it is said, amounts to a considerable total, particularly if several entries of this character must be made. As a result, an additional financial burden is being imposed upon importers of merchandise who, for any reason, seek the release of their importations without having the original bill of lading to show.

Ways and Means Committee to Hold No Special Hearings on Tariff

All matters pertaining to the tariff will be taken up by the House Ways and Means Committee during the course of its hearings, and special hearings will not be held at the request of any interested parties for any reason whatsoever, it has been announced by Representative Willis C. Hawley of Oregon, chairman of the Committee. Mr. Hawley had reference to a number of requests that have been received for special hearings.

"It was thought advisable by the committee that all discussions relative to proposed duties on articles on which a tariff is requested shall be presented to the whole committee at the open hearings," Congressman Hawley said. "Similarly, some associations are seeking

(Continued on Page 16)

You can't beat it, Men!

P.A. AND a pipe . . . what a combination in restraint of gloom *that* is! Why, Prince Albert starts broadcasting its happiness-program the instant you fling back the hinged lid on the tidy red tin. What an aroma! Fresh. Inviting. A fragrant hint of a glorious taste to come.

Then you put a load into the muzzle of your pipe and light up. Now you're getting it. Cool as a reminder of a mortgage. Sweet as a clear title. Mild and mellow and long-burning, right to the bottom of the bowl. Mild, yet with a rich, deeply satisfying body.

Beat it? Why, you can't even "tie" it. Prince Albert has led them all in sales for years and years. There's only one reason for that, so far as I can make out. P. A. is giving more pipe-joy to the cubic inch, and the smokers of America have found it out. Go get some P. A. and prove it.

Here you are, Men— TWO full ounces of grand smokings.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CONNECTICUT GROWERS MAY WITHDRAW

(*Continued from Page 3*)

"It is the writer's opinion that a conference of the different interests should meet and discuss the various matters and come to some amicable understanding which would obviate any condition which the Connecticut dealers feel would warrant their resignation.

"Beg to remain,

"Very truly yours,

"THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION,

"(Sgd.) HENRY FISHER,

"Secretary."

Howard S. Cullman, president of the New York Leaf Tobacco Board of Trade, when he was questioned regarding the withdrawal of the Connecticut Association, issued the following statement:

"I sincerely trust the news regarding the withdrawal of the Connecticut Leaf Tobacco Association is unofficial and has not actually been confirmed. The National Cigar Leaf Tobacco Association as a parent body is bigger than any individual group and should represent the interests of all the States, directly or indirectly, in the promotion of cigar leaf tobaccos. The New York Leaf Board as an entity has suggested a conference on the question of the proposed tariff. My position as an individual has been clearly defined, with which, incidentally, some of the members of my own firm do not concur, and I have asked for an intelligent and constructive solution of the members so that when a decision has been reached, it will represent the views of the body rather than any particular individuals.

"The sub-committee of the National Cigar Leaf Tobacco Association, in accordance with the resolution passed in Dayton, has written a letter to the various members comprising this committee asking for their frank and candid opinion on this tariff situation and asking for the authorization of an executive committee therefrom.

"If the Connecticut people feel as keenly and as sincerely as it appears they do that their particular interests would be better cared for with the present duty, or possibly an increased duty, their opinion on this basis would have been, and is still welcomed, on the Executive Committee. It was proposed to have serve on this Executive Committee the president of the largest growers of Connecticut Shadegrown tobacco and he was chosen to serve on same with the particular thought in mind that the Shadegrown interest might be thereby intelligently and properly represented. This particular party was unwilling to serve. The sub-committee has in mind appointing a representative from one of the other leading Hartford Shadegrown concerns as well as a member representing the stalk tobacco interests to substitute for this particular vacancy so that the Connecticut industry may be fairly and adequately represented.

"There is no harm in honest differences of opinion, but the National Cigar Leaf Tobacco Association as an institution should be preserved as an entity caring for the interests of all the Seed States so that a consensus of opinion may be reached that will intelligently reflect for the benefit of the industry on the whole."

The Florida Tobacco Growers have also expressed their determination to fight any reduction in the tariff on Java and Sumatra tobacco, and have also declared their intention to go before the Ways and Means Committee and ask that the rate be raised to $2.50, or possibly $3, per pound instead of $2.10, as at present.

A. T. COMPANY TO SPEND $12,000,000 TO ADVERTISE "LUCKY STRIKES"

IN SPITE of the adverse criticism which has been aroused in the sugar industry through the recent advertising copy of "Lucky Strike" cigarettes featuring the slogan, "Reach for a Lucky instead of a sweet," the American Tobacco Company has announced its intention of expending $12,300,0000 during the year 1929 on this particular brand.

The appropriation is to be used approximately as follows:

Daily newspapers	$6,500,000
Billboards	3,000,000
Magazines	1,200,000
Store helps	1,000,000
Radio	600,000

George W. Hill, president of the American Tobacco Company, states in an interview published in the *Confectioners Journal*, in reference to the new note in "Lucky Strike" advertising: "Our campaign is selling more 'Lucky Strike' cigarettes in proportion to the money we are spending upon it than it was before we injected the slogan, "Reach for a Lucky instead of a sweet."

"Our only purpose is to sell cigarettes. It is up to your industry to sell its own products. Anyone who does not recognize that our campaign merely acknowledges that competition for the consumer's dollar today is industry against industry, quite as much, or more than, within industries, is not up on the trend of modern advertising.

". . . I regret exceedingly that any irritation should have been caused among the candy trade. The experienced advertising man will tell you that such campaigns generally result in an increase in the use by the public of the products of both industries competing.

"Quite incidentally, and unavoidably, we are, as *Confectioners Journal* has predicted, also selling a considerable quantity of candy. Unfortunate as the latter fact may be when judged according to our slogan, it should have the effect of cooling the emotions of some of the confectioners from whom I have received letters.

"Not, of course, that I want them cooled. We all appreciate the publicity that the candy industry has shown itself willing to give to our campaign."

"Without its being at all intentional on our part, the calling of attention to the sweets industries, by means of our pocketbook, has, paradoxically, resulted in an enormously increased consumption of sweets. We are trying to persuade the public to practice moderation in the use of sweets by reaching for 'Lucky Strikes,' but they do not seem to take our negative advice as seriously as your industry apparently expected them to do."

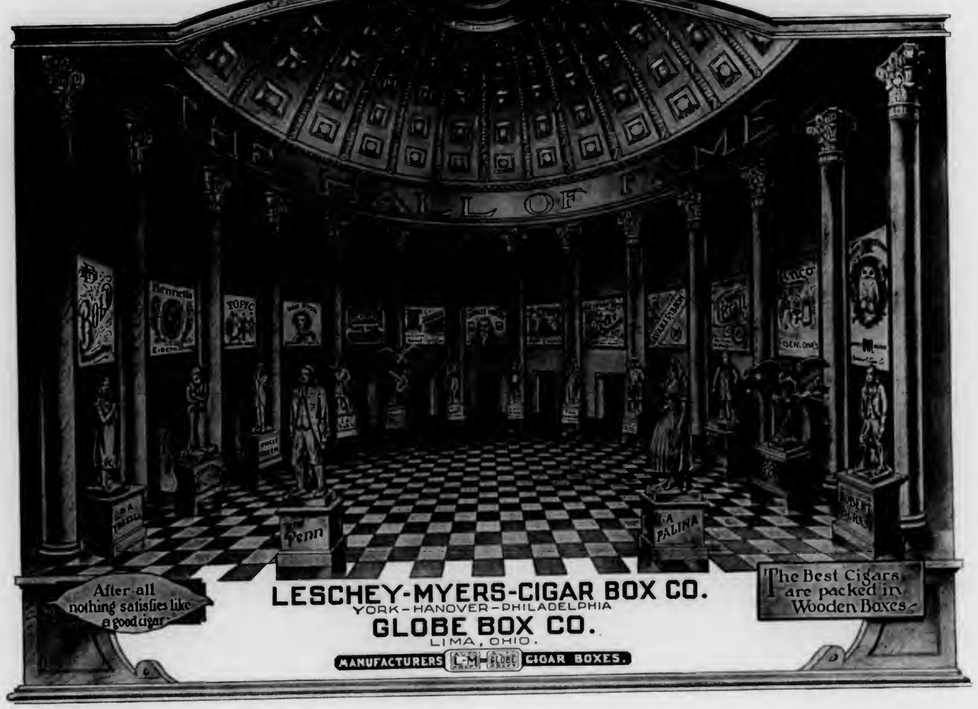
ANDRUSS SPENDS HOLIDAYS IN BUFFALO

Willis Andruss, sales manager for the Congress Cigar Company, spent the holidays in Buffalo with his mother.

D. E. KLEIN COMPANY HOLD THEATRE PARTY

On Saturday, December 22nd, the employees of the packing and shipping departments of the D. Emil Klein Company, of New York City, held their second annual theatre party, by attending the performance of the "Show Boat" at the Ziegfeld Theatre.

After the theatre the party adjourned to the Hotel Astor where an elaborate supper was served in a private dining room. Music and dancing was enjoyed by the eighty guests until the small hours of the morning.



YORK COUNTY ASSOCIATION HAS LARGEST ATTENDANCE AT ANNUAL BANQUET

THE York County Cigar Manufacturers' Association held their eighth annual banquet at the Hotel Yorktowne, York, Pa., on Thursday evening, December 13th, with the largest attendance on record for this event.

Over three hundred and fifty guests were present to enjoy the splendid food and entertainment provided for the occasion.

T. E. Brooks acted as toastmaster in a very capable manner.

Among the speakers present were Hon. S. S. Lewis, Pennsylvania State Treasurer, and Congressman Franklin Menges.

Among the list of entertainers were Arthur (Bugs) Baer, a noted humorist, of New York, and John Mitchell, of the National Broadcasting Company. Mr. Mitchell represented the Reynolds Metals Company of Louisville, and entertained the guests with selections on the banjo and some good stories.

The music was provided under the direction of Charles N. Gates, of Red Lion, and some old-time fiddlers from Windsor, known as "The Hay-Hackers," also furnished some real entertainment.

A number of valuable door prizes were awarded. The following gentlemen received each five dollars in gold: E. W. Leik, of the Yorkana Cigar Company; Herbert L. Smith, Windsor, Pa.; Stewart S. Shindler, of C. N. Foreman & Company; L. E. Sentz, Felton, Pa.; E. P. Welty, of the Welty-Young Cigar Company; Harry Ziegler, York, No. 3, Pa.; George Frings, Jr., of Frings Brothers Company, Philadelphia, Pa.; Spurgeon Peeler, of J. F. Peeler & Sons, Dallastown, Pa.; C. P. Young, of A. A. Young & Company, and H. C. Neff, of the West End Cigar Company. Three beautiful Smokadors were likewise awarded to J. Frank Strayer, of the Consolidated Tobacco Company; George Frings, of Frings Brothers Company, Philadelphia, Pa., and Pius E. Wolf, of the Fair & Square Cigar Company, Stewartstown, Pa. Harry C. Wolf, of Wolf Brothers & Company, was the winner of a very fine gentleman's traveling bag.

The office of the York County Cigar Manufacturers' Association are the following: T. E. Brooks, president; Arthur McGuigan, vice-president; C. M. Ehehalt, secretary; Arthur S. Ziegler, treasurer. Board of Governors: J. C. Winter, D. A. Horn, Park Holtzinger, B. M. Hanigan, I. H. Rojahn. Legislative Committee: L. E. Sentz, H. L. Haines, W. C. Frutiger. Delinquent and Membership Committee: J. Frank Strayer, Bruce Neringer, W. H. Myers. Arbitration Board: T. E. Brooks, C. M. Ehehalt, Arthur McGuigan, L. H. Sentz and J. Frank Strayer.

"OLD GOLD" SALES 11,000,000,000

According to reports current in Wall Street, the P. Lorillard Company will show a small surplus available in 1928 for its 1,359,742 outstanding shares of $25 par value common stock.

Net income in 1927 after charges, interest and reserve for Federal taxes was $2,490,786. Smaller earnings reflect the efforts of the Company to push "Old Gold," its new brand of popular priced cigarettes. Sales of this brand have gained tremendously in 1928 and will total approximately 11,000,000,000 for the year as against 3,600,000,000 for the year 1927.

OUTLOOK FOR TOBACCO GROWERS FAVORABLE

THE present outlook for the market for Pennsylvania tobacco of the 1928 crop is distinctly favorable to the growers and the demand for the 1928 cigar leaf promises to be as heavy as the demand for the 1927 crop and may possibly be heavier, according to H. A. Hanemann, of the Pennsylvania Bureau of Markets.

In his annual review of the tobacco situation, Mr. Hanemann states, "Stocks of Pennsylvania tobacco held by manuacturers and dealers on October 1, 1928, were practically the same as in the fall of 1927, but stocks of Ohio and Wisconsin leaf in the hands of manufacturers and dealers were 18 and 13 per cent., respectively, smaller than in October, 1927, and were the smallest on record since October, 1919. The November crop estimates of the United States Department of Agriculture indicate that the 1928 tobacco crops of all of the principal cigar leaf producing states will be larger than the crops of 1927, but the increase of production will not equal the shrinkage which has occurred in the leaf stocks of manufacturers and dealers during the past year. For this reason the statistical position of the Pennsylvania tobacco grower is at least as strong as it was a year ago, and the average price paid to the grower for the 1928 crop should compare favorably with that which he received for his 1927 output."

More 5-Cent Cigars

Another bright spot in the Pennsylvania tobacco situation, according to the review, is the increase in production of "5-cent" cigars. The production of this class if cigars in 1928 was the largest on record since the first Government statistics were published in 1918, being over 5 per cent. larger than in 1927. Since most of the Pennsylvania-grown tobacco is used in this class of cigars, it is apparent that the market for this product is broadening.

"However, the successful manufacturer of five-cent cigars is dependent upon a supply of good quality tobacco at a fair or reasonable price," the review concludes. "Therefore, Pennsylvania growers should not anticipate materially higher prices for 1928 tobacco than they received for the 1927 crop, unless they have better quality leaf to offer the manufacturer than they had last year. The welfare of the five-cent cigar manufacturer and the Pennsylvania tobacco grower are closely intertwined, and a price which is fair to the grower and fair to the manufacturer is the real price which should be sought."

BOND RETURNS FROM WESTERN TRIP

Charles A. Bond, genial manager of the Manila Ad Agency, at 15 William Street, New York City, returned on Sunday, December 16th, from his trip through the Western territory as far as the Pacific Coast and reports highly satisfactory conditions for the Manila cigar brands in that section of the country, with excellent prospects for a steady increase in the demand for this class of cigars during the year 1929.

CIGAR SALES SHOW INCREASE

Yahn and McDonnell Cigars, of North Seventh Street, and John Wagner & Sons, of Dock Street, both local distributors of high-grade imported and domestic cigars in this city, report a substantial increase in their cigar sales for the month of December, 1928, over the same month of 1927, and both are highly optimistic over the prospects for the year 1929.

THE WORLD'S TOBACCO PRODUCERS

THE world harvests an annual tobacco crop of approximately 4,500,000,000 pounds, according to data released by the Tobacco Section of the Department of Commerce, and the United States furnishes approximately 28 per cent. of the harvest.

About fifty countries are now producing tobacco in commercial quantities, but more than three-fourths of the world crop is supplied by the following ten countries named in the order of their importance as producers: United States, British India, China, Netherland East Indies, Japanese Empire, Brazil, Turkey, Greece, Philippine Islands and Italy.

No official production data are available for British India and China, but it is a known fact that both countries are of material importance as contributors to the world supply of raw tobacco. The figures offered in Table 1 for these two countries are but estimates, based in the case of British India upon official reports of the area planted to tobacco, and in the case of China, upon reports of the foreign representatives of the Departments of State and Commerce.

The world tobacco crop for 1927 (exclusive of China, no estimate for which is yet available) amounted to 4,400,000,000 pounds. About one-fourth of the 1927 crop was released into export trade channels and Europe consumed over two-thirds of the exportable surplus. Broadly speaking, Europe has an annual absorption of over 1,500,000,000 pounds of raw tobacco, more than half of which must be imported.

Owing to the efforts of European countries to produce tobacco in their various colonial possessions, the proportion of the world crop furnished by the United States has decreased during the last few years. Prior to the World War, the United States supplied nearly one-third of the world tobacco crop; during the period 1924-26 the United States furnished 28 per cent.; and in 1927, only about 27 per cent.

To sum up: Only the continents of Asia and North America have become important as world tobacco producers. Europe is the center of consumption. Through the efforts of the United Kingdom and France to expand the producing regions in their colonies, tobacco production in Africa is increasing, though yet of only local importance. South America has only one important exporting country and on the whole produces little more than domestic requirements.

WHELAN DRUG BUYS FISKE STORES

According to information made public last week, the Whelan Drug Company has purchased the entire chain of Fiske Drug Stores operated in Pawtucket, Providence, Attleboro and North Attleboro.

The stores will be changed to conform with the other Whelan drug stores and are expected to prove a valuable acquisition by the Whelan Company, inasmuch as they have served the public well in their territory and have an excellent patronage.

Cigar departments will, of course, be a feature of the stores.

PATRICK RESIGNS FROM LORILLARD

P. Patrick, who has been connected with the P. Lorillard Company for the past six years, and who has been their Middle Western representative for their cigar brands, has severed his connections with that firm.

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Treasurer
ASA LEMLEIN, New York, N. Y.	Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.	

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN J. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE BARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City	Secretary and Treasurer

FIVE YEARS TO MAKE A CIGARETTE

IT TAKES five years and nine days to manufacture a perfect cigarette which is consumed in three minutes, according to the American Tobacco Company.

The five-year period is required to assemble the crops from at least five successive years which must be mixed in order to assure unvarying uniformity and perfect standardization. By this means, variations due to seasonal changes in rainfall, sunshine, frost and other conditions beyond the control of the grower, are eliminated.

Nine days are needed for actual manufacturing. The steps include blending, passage of the tobacco through the high temperature toasting ovens, where impurities are eliminated and the flavor sealed in, and the actual rolling and packing of the tobacco in the form of cigarettes. Automatic machinery eliminates all contact with human hands. Throughout the manufacturing, inspection is continuous.

Cartons are sent first to the most distant distributors in order to give consumers the freshest possible cigarettes.

The demand for cigarettes, twice as great as it was ten years ago and three times as great as it was fifteen years ago, has caused the manufacture of them to reach tremendous proportions. A single factory uses the crops of 140 acres for one day's manufacture and buys from the government each morning $96,000 worth of revenue stamps for the day's needs. The cigarette industry as a whole contributes well over $300,000,000 annually in taxes and constitutes next to the income tax the most important classification in the Treasury Departments' receipts.

W. PALEY RESIGNS AS CONGRESS VICE-PRESIDENT

It was learned last week that William S. Paley, vice-president of the Congress Cigar Company, has resigned from that position with the company and has become president of the Columbia Broadcasting Company, which operates a chain of forty-three broadcasting stations throughout the United States, the key stations of which are WOR and WABC.

Mr. Paley acquired a substantial interest in the Broadcasting Company a short time ago when he became interested in the possibilities of the broadcasting business through being in charge of the concerts being broadcast by the Congress Cigar Company twice a week over the Columbia broadcasting system.

Mr. Paley is a son of Samuel Paley, the founder of the Congress Cigar Company, and will retain his membership on the Board of Directors.

KALTREIDER AGAIN HEADS SCHOOL BOARD

D. Frank Kaltreider, cigar box manufacturer, of Red Lion, Pa., was elected president of the Red Lion School Board for the fourth consecutive term, at the annual meeting of the school board held on December 3d.

MORGAN CIGAR STORES, INCORPOATED

A charter of incorporation under the laws of the State of New York has just been received by the Morgan Cigar Stores, to do business in New York City.

Authorized capital stock is $10,000.

PORTO RICAN STOCKS DEPLETED

ACCORDING to information received in the Tobacco Section of the Department of Commerce from Rolland Welch, clerk to the Trade Commissioner in San Juan, four sales totaling 1,400,000 pounds, and numerous small transactions at auction, have about depleted the stocks of tobacco in the hands of the growers of Porto Rico.

A check of the numerous sales at auction cannot be made, but it appears that storm-damaged tobacco has been fairly well cleared out and that but few auctions remain to be held.

It is indicated that there are less than 100,000 pounds of the 1927 crop and only about 700,000 or 800,000 pounds of the 1928 crop in the hands of growers. Local speculators are reported to hold close to 2,000,000 pounds of 1928 tobacco, most of which has been stripped. It is reasonable to expect that stocks on hand will move before the first of the year, the holdings of the farmers probably selling first, since the speculators have been playing for somewhat better prices than those recently paid to farmers.

Meanwhile, preparations are going forward for the next crop, the acreage of which is expected to be considerably below that of 1928. Seed beds destroyed by the hurricane of September 13 have been replanted. It is now almost too late to plant further seed beds, and estimates for the 1929 crop, made from the number of beds already in the ground, range from 10,000,000 to 15,000,000 pounds. The size of the 1928 crop is still not definitely known, estimates varying from 20,000,000 to 25,000,000 pounds.

UNITED STATES MAY LOSE MARKET FOR CIGARETTES IN CHINA

China's industrial progress does not mean loss of trade for Western industries, but rather the opening of wider markets. From the beginning of Sino-Western relations it has been the foreign trader who has developed China's mines, factories, and various forms of industries. He has financed and built the railroads, established steamship lines, trade routes, wireless stations, cables, and banks. He has administered the Maritime Customs, the Salt Gabelle, and, in part, the post office. Some of these activities may be taken from his hands by the Chinese. The West may soon find itself no more the supplier of China's cotton piece goods and cigarettes; but it will be foreign money and experience that will build the new cotton mills and cigarette factories, foreign machinery that will equip them, foreign engineers who will in large part lay out the railroads and construct the industrial plants and teach the Chinese how to get the most out of them. It will be Western-manufactured commodities that will cater to the increased standards of living brought about by the increasing introduction of modern methods of industrialization, until the time when China may be able to produce them for itself.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

Earnings of the Imperial Tobacco Company of Canada, Limited, for the year ended September 30, 1928, reached a new high level, reports American Trade Commissioner Walter J. Donnelly to the tobacco section of the Department of Commerce. Net profits amounted to $4,874,733, as compared with $4,371,613 for the previous year. After deducting preferred and common dividends the balance totaled $2,116,368.

NOVEMBER CIGAR PRODUCTION DECLINES

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1928, and are issued by the Bureau. (Figures for November, 1928, are subject to revision until published in the annual report):

Products		*November, 1927*	*November, 1928*
Cigars (large):			
Class A	No.	300,102,665	311,364,175
Class B	No.	69,293,490	56,500,167
Class C	No.	260,597,268	239,380,958
Class D	No.	17,544,324	16,477,467
Class E	No.	6,626,830	6,807,925
Total		654,164,577	630,530,692
Cigars (small)	No.	35,138,520	35,435,000
Cigarettes (large)	No.	1,250,019	1,559,061
Cigarettes (small)	No.	8,093,752,340	8,536,425,793
Snuff, manufactured	lbs.	3,441,531	3,412,075
Tobacco, manufactured	lbs.	28,111,043	26,734,292

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the November Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of November:

Products		*November, 1927*	*November, 1928*
Cigars (large):			
Class A	No.	10,918,565	8,005,505
Class B	No.	906,350	690,100
Class C	No.	2,722,050	2,467,210
Class D	No.	3,500	8,000
Class E	No.	5,000	2,500
Total		14,555,465	11,173,315
Cigars (small)	No.	1,000,120	.....
Cigarettes (large)	No.	575,000	625,400
Cigarettes (small)	No.	85,000	133,690

Tax-paid products from the Philippine Islands for the month of November:

Products		*November, 1927*	*November, 1928*
Cigars (large):			
Class A	No.	16,005,740	15,197,800
Class B	No.	212,657	250,220
Class C	No.	224,446	141,830
Class D	No.	2,526	5,874
Class E	No.	411	551
Total		16,445,780	15,596,275
Cigarettes (small)	No.	222,240	228,490
Tobacco, manufactured	lbs.	124	103

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the November Statement of Internal Revenue Collections

Objects of Taxation	*First Five Months Fiscal Year 1928*	*1929*
Tobacco manufactures:		
Cigars	$ 11,444,881.93	$ 11,051,776.77
Cigarettes	129,778,506.98	143,848,018.31
Snuff	3,112,029.95	2,973,873.11
Tobacco, chewing and smoking	26,975,212.44	26,260,731.37

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's an advertising idea (in newspapers everywhere) that's boosting La Palina sales several notches nearer the "two million a day" mark and incidentally boosting the whole Industry as well.
La Palina excels not only in sales and quality, but in far-seeing publicity endeavors which are changing the complexion of the entire business—for the BETTER.

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

News from Congress

(Continued from page 8)

hearings on duties at times other than those fixed by the committee with respect to particular schedules because of a conflict between those dates and dates previously fixed for the holding of annual conventions, etc. The committee also has put the stamp of its disapproval on taking any subject up at times other than those originally set."

Next Manufacturing Census November 1, 1929

The next census of population, manufacturing, distribution and agriculture will be made as of November 1, 1929, instead of May 1, 1930, under an amendment made to the legislation providing for the census by the Senate commerce committee, in line with recommendations from Secretary of Agriculture Jardine.

The outstanding feature of the next and subsequent census will be the survey which is to be made of wholesale and retail distribution, incorporated in the census at the recommendation of former Secretary of Commerce Herbert Hoover. The recommendation for regular surveys of distribution was made by Secretary Hoover after it had been brought to the attention of the department that there was little or no information available regarding this branch of industry. This resulted in the department making a number of test surveys, the outstanding development of which was that in a study of the Baltimore situation it was found that 33 per cent. of the retailers did a gross business of less than $100 a week while 55 per cent. of the retailers did less than $200 gross.

"Marketing and distribution are still carried on for the most part along the lines with which our fathers were familiar," Secretary of Commerce Hoover declared in a letter to the chairman of the House census committee when the bill was introduced last session. "To some extent the failure in distribution to make the same progress as in production is due to our lack of statistical information and definite facts in this field. We do not even know the volume of our retail trade nor can we guess at it within $10,000,000,000. To the best of our information there are upwards of 1,482,000 retailers and some 82,000 wholesalers engaged in our domestic business."

The information developed in the survey of Baltimore and other cities, the Secretary said, "is starting wholesalers to considering how much of a high-priced salesman's time should be devoted to visiting such stores."

Receipt for Deposit of First Class Mail May Be Given

Authority for the Postmaster General to issue regulations under which senders of ordinary mail of any class may secure a receipt, and providing fees for such service, was passed by the Senate last week. The measure was passed by the House of Representatives last year, and after a conference meeting at which minor changes made in the bill will be ironed out the legislation will go to the President for signature.

The adoption of this legislation has been urged by the Postmaster General for several years, it being pointed out that many times patrons of the post offices while not wishing to register or insure their mail desire to have a receipt showing that it was deposited in the mails.

AMERICAN PURCHASES OF SUMATRA TOBACCO

OVER a period of seven years dating from 1919 to 1927, the United States has purchased 16 per cent. of the Sumatra tobacco crop, or an average of nearly 5½ million pounds annually according to information received in the Tobacco Section of the Department of Commerce from C. Gorter, Secretary to the Commercial Attache in the Hague.

The five principal growers of Sumatra tobacco are the Deli Maatschappij, the Seenembah Maatschappij, the Deli Batavia Maatschappij, the Tabak Maatschappij "Arendsburg," and the Cultuur Maatschappij "De Oostkust", all of which are cultivating tobacco plantations on the island of Sumatra in the Netherland East Indies.

The total 1927 crop of the Deli Maatschappij aggregated 14,319,000 pounds, of which approximately 11 per cent. was purchased for American account.

The crop of the Seenembah Maatschappij consisted of 8,137,000 pounds, of which 17 per cent. was sold to the United States.

The crop of the Deli Batavia Maatschappij totalled 7,044,000 pounds of which even 19 per cent. was bought for Amercian account.

The Tabak Maatschappij "Arendsburg" recorded a Sumatra crop of 3,622,000 pounds; of this total about 15 per cent. went to the United States.

The total crop of the Cultuur Maatschappij "De Oostkust" amounted to 2,850,000 pounds of Sumatra tobacco; the United States bought approximately 12 per cent.

All of the tobacco grown in the Netherland East Indies is sold by public auctions held in Amsterdam and Rotterdam. The foregoing data only represents the sales of Sumatra tobacco during the tobacco auctions and the activities of the "second hand" trade, which are sometimes very lively shortly after the auctions have taken place, were not taken into consideration.

Probable Change In Membership of Federal Trade Commission

A change in the membership of the Federal Trade Commission will result from the resignation of Abram F. Myers following his acceptance of the office of president and general counsel of the Allied States Association of Motion Picture Exhibitors.

President Coolidge appointed Mr. Myers to the Federal Trade Commission in 1926, prior to which he had been an attorney in the office of the Solicitor General and a special assistant to the Attorney General. At the time of his appointment he was senior attorney of the anti-trust division of the Department of Justice. He was appointed to serve the unfinished term of Commissioner Vernon W. van Fleet, who had resigned, and whose term expired in September, 1928. President Coolidge reappointed him for a full term of seven years, in June, 1927, but at that time he let it be known that he did not desire to remain on the commission for so long a time.

Colonel Charles H. Marsh of Litchfield, Minn., it is thought in Washington, will probably succeed Myers on the commission. Colonel March is a prominent banker in Minnesota and in 1924 was pre-convention State manager for President Coolidge. In the last election, although at first coming out in favor of Governor Lowden, he was a strong supporter of Herbert Hoover.

LORILLARD COMPANY SAYS "EAT A CHOCOLATE AND LIGHT A CIGARETTE"

BEHIND the advertising "Old Gold" cigarettes, designed to promote the sale of both candy and cigarettes, there is a cheerful psychology, according to an official of P. Lorillard Company, manufacturers of "Old Gold." The unusual feature of this campaign is the expenditure of large sums to help two different industries, although the advertiser who pays the bills has absolutely no connection with one of them.

In this respect the appeal in a thousand newspapers is unique and it was explained that it had attracted so much attention from both professional and amateur students of advertising that the manufacturers had decided on a frank explanation of the principles behind it.

"When the Lorillard Company started out to help the sweets industries as well as itself," says a statement by the company, "it was not embarking on philanthropy. It was simply actuated by the belief that whenever you can honestly tell people that something they very much like to do doesn't hurt them, you are doing a cheerful and pleasant thing that is going to be welcomed. Too many people are made to believe that if they like something it must be bad for them, or if they indulge in one pleasure, they ought to compensate by abandoning another.

"When the Lorillard Company says 'Eat a chocolate, light an "Old Gold"—and enjoy both' it is perfectly aware that it is helping about a million people directly or indirectly connected with industries that use sugar as a basic ingredient.

"But that is only incidental. Something far deeper and more significant is being done to a vast public. The cigarette that started out with the happy reassurance to all smokers, 'not a cough in a carload' and increased its sales 400 per cent. in a single year, is now taking another bold step in linking a pleasant thought to its product."

S. S. KNISLEY DIES SUDDENLY

Sterling S. Knisley, well-known member of the firm of A. S. Frey and Company, cigar manufacturers, of Red Lion, Pa., was found dead in his apartment on Wednesday morning, December 12th, by his wife who had just returned from a visit to the factory.

Medical aid was immediately summoned, but Mr. Knisley was beyond aid, whereupon the coroner was notified and he issued a certificate of death due to asphyxiation by illuminating gas. No explanation could be given by his many friends as to the cause.

Mr. Knisley was a World War veteran, having served in the Naval Reserves at Cape May, N. J. He took a very active part in the Red Lion Post of the American Legion and the Red Lion Lodge, No. 649, Free and Accepted Masons. The deceased is survived by his widow; his father, Charles H. Knisley, of Red Lion, and the following brothers and sisters, Paul S. Knisley, of York; Charles M. Knisley, of Tower City; Minnie I. Knisley, Miriam M. Knisley and Amos H. Knisley, at home. Mr. Knisley was a graduate of the Red Lion High School and a former student at Lebanon Valley College.

The funeral was held on Friday afternoon from the home of his father with concluding services in the United Brethren Church. Burial was made in the Red Lion Cemetery.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

E. A. KLINE, JR., WEDS

Edward A. Kline, Jr., son of E. A. Kline, of the cigar manufacturing firm of E. A. Kline and Company, New York City, was married on Friday, December 21st, to Miss Frances E. Steinhardt, daughter of Dr. Irving D. Steinhardt, a noted orthopedic specialist of New York City.

The ceremony was performed in the Esplanade Hotel, and was followed by a reception.

The couple will spend their honeymoon in Canada, and will reside in Kew Gardens, L. I., upon their return.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

'18 WARVET:—45,367. For all tobacco products. December 11, 1928. G. L. Gaskell, Alhambra, Cal.

MODERN MACKENZIE:—45,368. For pipes and smokers' articles. December 12, 1928. House of Comoy, New York, N. Y.

STRAW BORE:—45,369. For pipes and smokers' articles. December 12, 1928. House of Comoy, New York, N. Y.

NORTH CASTLE:—45,370. For cigars. September 29, 1928. Ward P. Roberts, Inc., Milford, Mass.

BOULDER DAM:—45,372. For all tobacco products. December 20, 1928. Direct Cigar Mfg. Co., Los Angeles, Cal.

HAV-AMI:—45,375. For cigars. November 24, 1928. Havami Cigar Co., Miami, Fla.

RENEWAL REGISTRATION

BOUQUET DE ROSE:—45,374. For cigars. Registered December 20, 1928, by Consolidated Litho. Corp., Brooklyn, N. Y. (Originally registered September 4, 1885, by Schmidt & Co., New York, N. Y.)

CORRECTED PUBLICATION

WARVET 11-11-18:—45,373. For all tobacco products. Registered December 11, 1928, by G. L. Gaskell, Alhambra, Cal.

PLAN ANNOUNCED FOR CONTROL OF LIFE SAVERS, INC., BY DRUG, INCORPORATED

Last week the plans by which Drug, Incorporated, the holding company for the United Drug Company, is to acquire control of Life Savers, Incorporated, were announced, and a special meeting of the stockholders of Life Savers, Incorporated, was called for December 31st to vote upon the plan.

Under the agreement, 146,521 shares of Drug, Incorporated, will be distributed to holders of 550,000 shares of a new company that is to take the Canadian business of Life Savers, Incorporated, will be distributed to Life Savers stockholders in the ratio of one share for each ten shares owned. It is announced that a market for this new stock will be provided at $90 a share.

The stock of Drug, Incorporated, has a market value of approximately $115 a share, so that the 146,521 shares to be distributed to Life Savers stockholders are worth on the market approximately $17,000,000.

The reorganization plan calls for an increase in the stock of Life Savers, Limited, the Canadian subsidiary, from 500 to 700 shares, the additional shares to be acquired by the parent company in exchange for all the shares of Life Savers Sweet Sales, Limited, another subsidiary.

TOBACCO PRODUCTS STOCK TO BE SPLIT

At a recent meeting of the stockholders of the Tobacco Products Corporation, held in Richmond, Va., a vote was taken on the plan to split the class A and common shares of the corporation five for one and to reduce the par values from $100 to $20.

OUTLOOK FOR 1929 BUSINESS IS EXCELLENT

THE National Bank of Commerce in New York, in commenting on the business outlook for 1929, states: "In the business world highly favorable conditions surround the approach of 1929.

The current year has seen a steady advance of activity in one line and another; there are now few industries which have not enjoyed either a substantial recovery from past difficulties, or an expansion to new levels in the volume of business done. Since this activity has not outrun actual consuming needs, there is reason to believe that it will be maintained on a high plane well into the next year.

"The basic price situation is notably sound. Commodity markets are free of speculative price inflation, and with but minor exceptions they have been freed also of those restrictions and measures of artificial control which, as with rubber this last year, carry a constant threat of disaster to the industries involved. Employment has regained a very high level, and the conjunction of good wages and good profits is resulting not simply in a record volume of current holiday buying, but in the prospect of a well-stabilized volume of demand in the new year.

"This does not mean that enterprise in 1929 will enjoy a respite from the problems of distribution and production which are more and more strongly pressing for solution. In the field of trade the inexorable progress of large-scale merchandising, as exemplified in the chains and other great unified organizations, will in 1929 compel with new force the attention of manufacturers, as well as wholesale and retail distributors. So revolutionary a change in the distributive mechanism of a nation's goods as is now in full progress involves painful as well as painstaking readjustments.

"In manufacture, the great problem is to attain and hold a nice ratio of output to the fluctuating volume of demand. In more and more lines of enterprise the attempt is being made to secure this adjustment by volitional control of output rather than by the blind forces of competitive struggle. Desirable as such a method is, the long record of past failures must warn against a too-easy hope of its success. Danger comes from business that is too good rather than too poor—from the active demand, rising prices and high profits that tempt an overjudgment of the market, leading to increased output and enlarged capacity that in the end means its undoing. It is in this fact that the most serious threat to next year's ultimate prosperity lies. The year may start so well as to cause an overestimate of its possibilities."

ADDITIONAL TOBACCO STOCKS ON EXCHANGE

The New York Stock Exchange has announced the recent listing on the exchange of 5039 additional shares of no par common stock of the MacAndrews and Forbes Company, licorice manufacturers, of Camden, N. J.; 51,250 shares of no par common stock of Dunhill International, Incorporated, and $2,244,100 additional stock of $10 par value of the United Cigar Stores Company.

MENGE RESIGNS FROM DUYS COMPANY

Fred Menge, well-known Eastern representative of H. Duys and Company, leaf tobacco dealers, of New York City, has resigned from the sales staff of that company. No announcement has been made as to his plans for the future.

JANUARY 15, 1929 LIBRARY RECEIVED JAN 19 1929 U. S. Department of Agriculture

VOLUME 49 No. 2

THE TOBACCO WORLD

What is the Reason for the Constantly Increasing Use of

PORTO RICAN TOBACCO

Porto Rican Tobacco is naturally a fine, smooth free-burning leaf. The soil of the island is rich in magnesia and free from chlorides—ideal for growing fine tobacco.

And its quality is *constantly being improved* by advice and supervision from the Departments of Agriculture of both the Porto Rican and the U. S. Governments. Scientific methods of seed selection, planting, growing, harvesting and curing are followed. Results have been far-reaching.

Porto Rican is a MILD leaf, with none of the harsh flavor of certain tobaccos. Consequently more and more smokers are asking for brands made of Porto Rican for they find they can smoke them ALL DAY with enjoyment. This trend of public taste is well known and is being catered to by all alert manufacturers.

The use of Porto Rican means that you can offer your patrons a BETTER CIGAR at a LOWER PRICE.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

No one ever blames a cough on a cigar

A good cigar deserves a wooden box; a cheap one needs it

A wooden box makes any cigar a better cigar---better to smoke---better to sell.

The porous wood, its natural aroma blending with that of the cigars, add to the fragrance and richness of taste that make cigars the first choice of tobacco lovers.

Wooden boxes make a better display, handle better, and stack firmly with the most efficient use of space. They are the most attractive, inviting form of packaging. They present to view all the cigars' sales points at once---size, shape, color and finish. It is good business to pack your cigars in wooden boxes.

After all nothing satisfies like a good cigar

The best cigars are packed in

WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 2

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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DEISEL-WEMMER AND BERNARD SCHWARTZ CORPORATION IN MERGER

ALTHOUGH no official announcement has been made, it is believed that plans for the merging of the Deisel-Wemmer Company, manufacturers of "San Felice" and "El Verso" cigars, of Lima, Ohio, and the Bernard Schwartz Corporation, manufacturers of the "R. G. Dun", of Detroit, have been completed.

It is understood that Henry G. Wemmer, vice-president and general manager of the Deisel-Wemmer Company, will continue to be active in the consolidation, and that Sam Gilbert, of the Schwartz Corporation, will be president of the new company.

The new company will be known as the Deisel-Wemmer-Gilbert Company, and it is expected public offering of the stock will be made through Detroit bankers in a short time.

The combination of the Deisel-Wemmer Company and the Bernard Schwartz Corporation is understood to involve approximately $8,500,000 and a cigar production of approximately 225,000,000 annually.

More detailed plans for the exchange of stock in the firms making up the consolidation will be announced later.

SENATE PASSES GILBERT BILL

Last week the Senate passed the Gilbert Bill, which provides "for the collection and publication of statistics of tobacco by the Department of Agriculture."

The measure was passed by the Senate in the same form in which it was passed by the House some time ago and is now ready for the approval of President Coolidge.

This bill has had the hearty endorsement of the National Cigar Leaf Tobacco Association and that organization was largely responsible for securing a redrafting of the original Gilbert bill which contained some very objectionable provisions.

The Gilbert Bill, as it becomes a law, will take the place of the Cantrill Act and will put an end to a movement on foot for some time to impose drastic requirements upon the tobacco industry in reporting holdings of leaf tobacco.

AMERICAN DRUGGIST SYNDICATE

Profits of the American Druggist Syndicate for the first nine months of 1928, before provision for taxes and depreciation, amounted to $540,191, a decrease of $253,502 from the corresponding period of the previous year.

The American Druggist Syndicate is controlled by the Schulte interests.

HOLDING COMPANY FOR TOBACCO INDUSTRY INCORPORATED IN DELAWARE

A HOLDING company has been given a charter of incorporation in the State of Delaware for the purpose of investing and trading in securities of companies engaged in the tobacco and allied industries, to be known as Tobacco and Allied Stocks, Incorporated.

The organizers of the company are headed by Colvin & Company, and the following are included in the Board of Directors: William A. Willingham, of the Universal Leaf Tobacco Company; Joseph F. Cullman, Jr., and Howard S. Cullman, of Cullman Brothers, Incorporated; Fletcher L. Gill, of the International Acceptance Bank; J. Taylor Foster, of Field, Glore & Company; Edward B. Bernhard, of Colvin & Company; Ross E. Young, of Edward B. Smith & Company, and John F. Wharton, of Cohen, Cole, Weiss & Wharton.

RAY CLARK JOINS CULLMAN BROTHERS

Ray Clark, who has been associated with the James Willing Company, of New York, for a number of years, has resigned from that Company and joined the forces of Cullman Brothers, Incorporated.

Mr. Clark has had a wide experience in the cigar wrapper field and will be a valuable acquisition to the Cullman organization.

A. SANTAELLA REURNS TO NEW YORK

A. Santaella, of A. Santaella & Company, cigar manufacturers of Tampa, Fla., has returned to New York City after several weeks spent at the factory in Tampa, where he supervised the manufacture and shipment of "Optimo" cigars for the holiday trade.

JESSE TAYLOR RETURNS FROM LONDON

Jesse R. Taylor former treasurer of the American Tobacco Company, and who has been in London, England, for some time as a director of the firm of J. Wix & Sons, London cigarette manufacturers, has returned to New York City.

A. C. Mower, who is a member of the Board of Directors of the American Tobacco Company, and also of J. Wix & Sons, sailed from London last week.

MARLIN JOINS MARCELINO PEREZ

Eddie Marlin, well known in the cigar industry through the middle west territory, has recently joined the sales force of Marcelino Perez and Company, manufacturers of bonded clear Havana cigars, of Tampa, Fla.

Mr. Marlin will continue to make his headquarters in St. Louis.

BENJAMIN DUKE DEAD

BENJAMIN DUKE, one of the founders of the American Tobacco Company, died at his home in New York City, on January 8th, following an illness of long standing.

Mr. Duke was born at Durham, N. C., on April 27, 1855, and became engaged in the tobacco industry when he was only ten years old, assisting his father, Washington Duke, in growing tobacco and later selling it at nearby points.

Eventually Mr. Duke graduated at Guilford College, but during the years of his schooling he never lost interest in the tobacco industry, and he became associated with his brother in the firm of W. Duke's Son's & Company, manufacturers of cigarettes.

Mr. Duke had been treasurer and a member of the Board of Directors of the American Tobacco Company up to the time of the dissolution of that Company in 1911, at which time he retired from the tobacco industry, said to be worth $60,000,000.

At the time of his death he was president of the Durham & Southern Railway and also of the Erwin Cotton Mills Company. He was also vice president of the Southern Power Company, and of the Durham Hotel Company, which owns the St. Regis Hotel and other New York Hotels.

He is survived by his wife, one daughter, and four grandchildren. His only son, Angier, was accidentally killed in 1923.

Services and interment was at Durham, N. C., on Thursday, January 10th.

REYNOLDS TO EXCHANGE STOCK ON 31st.

The R. J. Reynolds Tobacco Company has sent formal notice to stockholders saying the directors have fixed January 31 as the day on which outstanding stock certificates for the present shares of $25 par value will be exchanged for the new shares of $10 par value each.

Announcement of the change in capitalization was made on December 6th. Application has been made to list the new shares on the stock exchange, and it is expected that trading will begin January 31st. The transfer agent for the stock is the Equitable Trust Company, of New York.

VENDING MACH. CORP. OF AMERICA

The Vending Machine Corporation of America has recently received a charter of incorporation from the State of Delaware, through the Corporation Trust Company of America. Headquarters of the corporation will be located in Tulsa, Okla.

Authorized capital is fifty thousand shares of common stock.

MARIANO ALVAREZ ON GOVERNOR'S STAFF

Mariano Alvarez, well-known in the trade as production and factory manager of A. Santaella & Company, has recently been honored by having been appointed a member of the Governor's staff of the State of Florida.

TORO TO SAIL FOR PORTO RICO

Luis Toro, president of the Porto Rican-American Tobacco Company, expects to sail for Porto Rico on the 17th, where he will remain for several weeks inspecting the holdings of his Company on the island.

BALTIMORE MANUFACTURER REMEMBERS EMPLOYEES

HENRY C. PFAFF, well known Baltimore cigar manufacturer, who passed away on October 6th, 1928, made substantial bequests to his employees, it was learned last week.

Mr. Pfaff had been engaged in the cigar manufacturing business on East Lombard Street, Baltimore, for forty-two years.

According to his attorney, the entire estate was left to his two sisters, Henrietta and Katherine Pfaff. However, it was the hope of Pfaff before his death to have the will changed to make adequate provision for the men who had served him loyally.

Illness prevented him from changing the will, but his sisters knew his wishes and carried them out, his attorney said.

It was learned the 30 factory workers who had made the Monument Square and the Uncle Willie cigars in the factory received enough to provide for themselves until they could find employment again after Pfaff's death, when the factory closed.

The office force, made up of six men who had been with Pfaff since boyhood, were given sums ranging from $1000 to $7000. Officials of the company, who has taken over much of the responsibility of managing the business, were remembered with legacies up to $25,000.

Pfaff always had the welfare of his employes close at heart. He was not married, making his home with his two sisters, and devoted most of his time to his work.

He was a bookkeeper when a young man, employed in an office in Philadephia. Away from home he realized even as a boy the need of having men work with him, rather than for him, and he carried out this tradition during his business career.

After two years in Philadelphia, he returned to Baltimore, where his first business venture was a cigar store. Saving his money, he was able to start a small workshop, where his first cigars were made 42 years ago.

Because of the struggle to make a success of the undertaking, Pfaff was unable to pay large salaries to men working for him. As he prospered, however, they shared in his profits and he made plans even then to share proceeds of the business with his men after his death.

When the estate was settled, his sisters, who live in the 3600 block Old York Road, set aside enough money for their use during their lifetime and divided the remainder among his employes. Checks were sent out to them before the holidays.

MANILA SEED BEDS DAMAGED

According to advices received by the United States Department of Commerce from the Philippines, about twenty-five per cent. of the tobacco seed beds in the provinces of Isabela and Cagayan was destroyed by the recent Cagayan flood, but it is stated that they can be regrown before the planting season, and that if weather conditions are favorable this month, a good crop may be expected.

Leaf tobacco exports reached the high figure of 8,600,000 pounds in November, two-thirds of which went to Spain and 390,000 pounds to the United States.

Manuel L. Perez is at present in Boston taking orders for "Tuval," "Redencion," and the other brands of Marcelino Perez & Co.

The Greatest Long-Filler Machine Ever Built

Improved!

With Three Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The MODEL S UNIVERSAL
Long-Filler Bunch Machine

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven blower. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects* a saving of binders because smaller binders can be used.

This High-Grade Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

{Non-Blending Type}

For High-Grade Work

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

Labor, Stock and Money-Saving Features.

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and height.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

PHILADELPHIA.

DAVE MORRIS IN TOWN

DAVID F. MORRIS, who assists Charlie Bond in the management of the Philippine Government Tobacco Agency, at 15 William Street, in New York City, was a visitor in Philadelphia last week, and reports the Manila cigar sales during the past year have been very encouraging, and that the shipments coming in show a tendency toward the higher classes and finer sizes.

Mr. Morris has just returned from a trip through the New England States, and was en route to Miami when he stopped off here.

PETITION AGAINST BERNARD SHEFTER

An involuntary petition in bankruptcy was filed last week against Bernard Shefter, trading as Allentown Cash and Carry, of Pottsville, Pa., and Allentown, Pa. Creditors are listed as Luden's, Incorporated, $361; W. W. Stewart & Sons, $1070, and the Fleck Cigar Company, $630.

CONGRESS EARNINGS INCREASE

The net earnings of the Congress Cigar Company for the first eleven months of 1928 are reported at $2,718,829 after all charges, equivalent to $7.76 a share on the 350,000 capital shares.

December's profits are estimated at $175,000, or 50 cents a share, bringing the total earnings for the year to $2,893,828, or $8.26 a share. This compares with $2,754,779, or $7.87 a share in 1927.

PALEY AND BRECHT TO MAKE ANNUAL TRIP

Benjamin Paley, of the Congress Cigar Company, and William Brecht, of F. Brecht's Sons, cigar box manufacturers of Philadelphia, expect to leave on their annual pilgrimmage to Hot Springs, Ark., about February 1st.

Samuel and Jacob Paley, accompanied by their wives, left on Saturday for a visit to Palm Beach, Fla.

HARRY BOSTON A VISITOR

Harry Boston, of William Demuth and Company, arrived in Philadelphia yesterday, and is registered at the Benjamin Franklin Hotel where he is displaying an excellent line of his Company's pipes, and, at the same time, gathering in the orders.

EISENLOHR STOCK MAKES GAIN

THE common stock of Otto Eisenlohr and Brothers, seems to be making a start to duplicate its performance of last year when it rose from 12½ to 99. Last week the stock again rose to 108 but closed at the end of the week at 106½.

Anthony Schneider, president of Webster-Eisenlohr, Inc., declares that the company is now producing cigars at the rate of 900,000 a day, which represents an increase of 100 per cent. over the rate of production last April.

He states the present earnings represented about 10 per cent. on the outstanding stock. The Eisenlohr stock was said to be again under accumulation by interests that took up the stock some months previous.

SMILES TO APPEAR IN NEW PACKAGE

"Smiles" the new cigarette of Stephano Brothers, which is a popular seller in this territory, will appear on January 16th in a new and attractive packing.

The new package is a lithographed tin, containing fifty cigarettes and retails at twenty-five cents.

MENDEL PERLMUTTER FILES PETITION

Mendel Perlmutter, trading as M. Permutter & Sons, cigars, etc., at 3021 Ridge Avenue, has filed a voluntary petition in bankruptcy. No schedule of assets or liabilities was filed. Edward F. Hoffman is referee.

GENERAL CIGAR DIVIDEND

The Board of Directors of the General Cigar Company has declared a quarterly dividend of $1 per share on the common stock of the Company, of no par value, payable February 1st, to stockholders of record January 16th.

Harry A. Tint, who conducts the cigar stand in the Burlington Arcade, sojourned to New York on January 7th, where he attended the annual dinner of the New York Tobacco Table at the Aldine Club.

A. Joseph Newman, sales manager of Bayuk Cigars, Inc., has been confined to his home by a slight illness.

H A V E A C A M E L

Pleasure ahead

Those who love life for its own sake instinctively choose the cigarette which gives them the greatest pleasure—

CAMEL

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A DECISION of great importance to every industry in the United States, holding that a discrimination in prices and other considerations as between concerns in the same business by one engaged in a different line of business is a violation of section two of the Clayton Anti-Trust Act, has been rendered by the United States Supreme Court in a case involving a price dispute between George Van Camp & Sons Company and the American Can Company and the Van Camp Packing Company.

This decision, it is believed, may have the effect of completely revolutionazing distribution practices. It would have a direct bearing upon the controversy between the service and chain store organizations. It sets forth the declaration that a manufacturer may not deviate from announced prices and terms for the benefit of one customer to the detriment of another without bringing himself subject to Federal Trade Commission proceedings. Violation of the Clayton Act in this regard, where there is a tendency to create a monopoly, is thus not confined to concerns in strictly the same line of business, but extends to agreements between the producer or manufacturer and the customer.

In the case before the Court the American Can Company sold cans to the two Van Camp companies and leased them machines for sealing the cans. It sold to the packing company at discount of 20 per cent. below the announced standard prices at which it sold cans of the same kind to the other Van Camp company, and also furnished the packing company the sealing machines free of charge while charging a fixed rental to the other company and discriminating in other respects. The effect of the discrimination, the Court held, was to substantially lessen competition, and its tendency was to create a monopoly in the line of interstate commerce in which the two Van Camp companies were competitively engaged. There was no allegation that the discrimination complained of tended to create a monopoly or substantially lessened competition in the line of commerce in which the American Can Company is engaged.

"The fundamental policy of the legislation," the Court declared in its decision, "is that, in respect of persons engaged in the same line of interstate commerce, competition is desirable and that whatever substantially lessens it or tends to create a monopoly in such a line of commerce is an evil. Offense against this policy, by a discrimination in prices exacted by the seller from different purchasers of similar goods, is no less clear when it produces the evil in respect to the line of commerce in which the seller is engaged. In either case, a restraint is put upon 'the freedom of competition in the channels of interstate trade which it has been the purpose of the anti-trust acts to maintain.'"

International Tobacco Congress Next September

The Ninth International Tobacco Tade Exhibition and Congress will be held in London beginning September 14 next, according to a report just received by the Department of Commerce from Trade Commissioner Brice W. Mace, Jr., at London. The exhibition will be central and easily accessible, it was stated, and it is anticipated that it will be of interest to American manufacturers of tobacco machinery.

Alabama Tax Suit Dismissed

Application of the Exchange Drug Company of Alabama for a review of the decision of the Alabama Supreme Court in its suit against the State Tax Commission to enjoin the latter from requiring the filing of reports as to sales of cigars, cigarettes and cheroots required under an act passed by the State Legislature in 1927, has been dismissed by the United States Supreme Court on the ground that it is without jurisdiction because the decree sought to be reviewed is not a final one.

The company attacked the law, which fixed a tax of 15 per cent. of the wholesale price of cigars, cigarettes and cheroots on retailers thereof, payable monthly upon sales made in the preceding month, as unconstitutional. It was contended that the taxes were fixed upon the wholesale prices, which are not uniform, because the manufacturers of such commodities sell directly to retail dealers who do a large volume of business, at the manufacturer's price which, as to such retail dealers, is the wholesale price on which the tax is fixed by the act. The company, it was declared, as well as many other retailers, does not do a business of sufficient volume to enable it to buy from the manufacturer direct and is obliged to buy from the wholesaler at a larger wholesale price which, as to them, is the basis on which the tax is fixed. The result of this situation is that the tax is not uniform on all who are subject to it, but that the act, in its necessary operation, arbitrarily discriminates against the smaller retailers in requiring them to pay a larger proportionate sum for the exercise of the same privilege than is required of others.

November Employment Declines

Employment in the cigar and cigarette industry during the month of November declined as compared with both the preceding month and November, 1927, and in the chewing and smoking tobacco and snuff industry while employment increased slightly weekly payroll totals showed a considerable decrease, according to figures just compiled by the Bureau of Labor Statistics of the Department of Labor.

(*Continued on Page 12*)

"By Joe! it's good to smoke Luckies."

Felix Count Luckner

"Lucky Strikes? By Joe, yes. Let me tell you. I was cruising in my raider in the South Pacific. It had been damp, rainy weather and every bit of tobacco we had on the ship was mouldy and could not be smoked. We began to be desperate. The men were—what you call—grouchy. Along came an American ship. We captured her and after taking the captain, officers and crew aboard my raider and finding comfortable places for them to stay, I and my officers went over to the captured ship to see if there was anything aboard her that we wanted. We searched her. And what do you think? Under the cushions of a seat in the captain's cabin we found 500 packages of Lucky Strikes! I tore off the end of one and lit it and filled my lungs with it, and By Joe, I was a man again. We had enough for all the crew and we were all cheered up and we all became friends once more. By Joe, I was sorry to sink that American ship that had brought us those smokes. Lucky Strikes, they are wonderful, and my Countess, of course, wishes a fashionable, slender figure. She smokes Lucky Strikes when she is offered fattening sweets. And my life has always been an active one and I must be trim and fit. I love to feel what you Americans call 'peppy'. So no sweets for me. Give me a Lucky Strike instead. By Joe, it's good for us to smoke Luckies."

COUNT FELIX VON LUCKNER

"The Sea Devil" *Germany's greatest war adventurer, who never killed an opponent. Count Felix von Luckner, the most romantic and mysterious figure on the side of the Central Powers in the World War.*

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY INSTEAD OF A SWEET."

"It's toasted"

No Throat Irritation - No Cough.

Reach for a Lucky instead of a sweet.

© 1929, The American Tobacco Co., Manufacturers

KARL JUNGBLUTH PASSES AWAY

KARL JUNGBLUTH, chairman of the Board of Directors of MacAndrews and Forbes Company, licorice manufacturers, whose plant is located in Camden, N. J., passed away at his winter home in St. Petersburg, Fla., on December 31st, shortly after his arrival there. Death was due to bronchial pneumonia.

Mr. Jungbluth was 81 years old, and had been chairman of the Board of MacAndrews and Forbes Company since 1925, and for twenty-three years prior to 1925 he had been president of the company.

Mr. Jungbluth was born in Germany, and as a youth set out for Brazil, but later came to the United States where he and a friend established a partnership dealing in tobacco manufacturing supplies.

In 1902, when the MacAndrews and Forbes Company was organized as a subsidiary of the American Tobacco Company, in order that the parent company might have a dependable supply of licorice for their factories, Mr. Jungbluth was chosen to head the newly formed company.

Funeral services were held in New York City on Friday, January 4th, and interment was in Sleepy Hollow Cemetery, at Tarrytown, N. Y.

He is survived by his widow, Mrs. Mae S. Jungbluth; one son, Karl, Jr., and one daughter, Marion.

PENN TOBACCO TAKES ANOTHER

Announcement has been made of the purchase of the plant, equipment and goodwill of the Norwalk Tobacco Company by the Penn Tobacco Company of Wilkes-Barre, Pa., makers of one hundred forty-eight brands of tobacco, and the largest independent long-leaf tobacco manufacturers in the world.

The Norwalk Tobacco Company, makers of the celebrated "Maple City" smoking tobacco, was founded in 1858 by the late Frank P. Case. Since his death several years ago his widow, now Mrs. W. C. Pratt, has conducted the business in an able and efficient manner. Wholly unsought came the flattering offer of the Penn organization.

The buildings, of course, are not sold, but will continue to be occupied by the new firm, which announces that they will operate the Norwalk plant indefinitely. The Penn Tobacco Company manufactures such well-known brands of smoking as "Penn Stript," "Sterling," "Honeymoon," "Penco," "OBJoyful," "Old Reliable Butts," and hosts of others, now including "Maple City."

DEVLIN TO PROMOTE "MI FAVORITA" FOR WEBSTER-EISENLOHR COMPANY

Frank J. Devlin, well known throughout the cigar trade in New York City, has been engaged by the Webster-Eisenlohr Company to promote the sales of the "Mi Favorita" brand in that district.

The "Mi Favorita" is manufactured by the B. G. Davis Co., which company is now under the control of the Webster-Eisenlohr Company.

R. J. REYNOLDS TOBACCO COMPANY

Earnings available for dividends of the R. J. Reynolds Tobacco Company from 1928 operations amounted to $30,172,563, a gain of $1,091,899 over 1927. The 1928 earnings establish a new high record.

BRITISH-AMERICAN DIVIDENDS

THE directors of the British-American Tobacco Company, Ltd., in their annual report have recommended to the shareholders the payment on January 24, 1929, of a final dividend on the issued ordinary shares for the year ended September 30, 1928, of 1s. 8d. per share, free of income tax, and have declared a first interim dividend on the issued ordinary shares for the year from October 1, 1928, to September 30, 1929, of ten pence per share, free of income tax, payable on January 24, 1929.

Holders of share warrants to bearer for ordinary shares will (subject as to the said final dividend to the same being sanctioned at the annual general meeting of the company to be held on the fourteenth day of January next) be entitled to be paid the said final and interim dividends on and after the twenty-fourth day of January, 1929, at the office of the Guaranty Trust Company of New York, 32 Lombard Street, London, E. C. 3. Coupon No. 127 in respect of the said final dividend and coupon No. 128 in respect of the said interim dividend must be left for examination at the office of the said Guaranty Trust Company of New York, 32 Lombard Street, London, E. C. 3, three clear business days (excluding Saturday) before payment is made.

McCRAE, VETERAN SALESMAN, DEAD

Harry M. McRae, who had been associated with the American Cigar Company, for more than twenty-five years, passed away at his home in New York City, on Monday, January 7th, following a long period of ill health, which, however, only necessitated his absence from his regular business duties a short time ago.

His efforts for the American Cigar Company were confined to the promoting of their many private brands through the distributing firm of Faber, Coe and Gregg. He was at one time associated with Austin, Nichols and Company.

Funeral services were held on Wednesday, January 9th, at the Plaza Funeral Home, and were attended by many of his friends prominent in the industry.

He was sixty-three years old, and is survived by his widow.

KANSAS CITY CIGARETTE TAX REPEALED

Five Democratic Councilmen in the Kansas City Council have succeeded in forcing the repeal of the city cigarette tax after a year of intermittent attempts at enforcement.

The repealing ordinance was unanimously passed, after it was admitted that the tax measure was one of the most unpopular ordinances passed by the present administration.

H. F. McElroy, city manager, several months ago estimated the tax should bring the city $300,000 a year, but the opposition of dealers and smokers made enforcement virtually impossible.

HOLT IN FLORIDA

Arthur Holt, of the Holt Cigar Co., and otherwise known as "The Job Lot King," is in Florida where he is spending a month's vacation. During the course of his stay in the south, Mr. Holt will visit cigar manufacturers in Tampa.

"...in more pipes every day"
A cooler smoke in a drier pipe!
"It's wor-r-rth dooble, mon!"
FULL-BODIED flavor sealed in by "Wellman's Method"—our own secret. And the one right cut for pipes, too—big, coarse flakes (Rough Cut) that burn slower.
Yet even with this head start over other brands, it's surprising how much cooler, cleaner, and sweeter a pipe becomes, with Granger inside.
So it's not the ten-cent price that appeals most to smokers—it's Granger's performance right in the pipe-bowl. And no wonder—for if ever a tobacco was just "made for pipes," it's this one!
Granger
ROUGH CUT
GRANGER
LIGGETT & MYERS TOBACCO CO.

[Above, the canny Scot now appearing on the Granger billboards; and to the right, one of the current advertisements now appearing in a long list of magazines.]

News from Congress

(Continued from page 8)

Returns to the bureau from 227 cigar and cigarette establishments showed 59,132 persons employed with an aggregate weekly payroll total of $995,879, as compared with 59,326 persons with a weekly payroll total of $1,001,475 in October, a drop of 0.3 per cent. in employment and 0.6 per cent. in weekly payroll totals. As compared with November, 1927, employment declined 2.3 per cent. and payroll totals 4.4 per cent., per capita earnings of workers in the industry being 0.2 per cent. under those of October and 2.2 per cent. below earnings in November, 1927.

Reports from 30 chewing and smoking tobacco and snuff establishments gave 8927 as the number of persons employed during the month, against 8836 persons in October, with an aggregate weekly payroll total of $136,979, against $147,550, an increase of 1 per cent. in employment and a decrease of 7.2 per cent. in payroll totals. As compared with November, 1927, employment dropped 6.3 per cent. and payroll totals 6.2 per cent., per capita earnings of workers in the industry being 8.1 per cent. above those of October and 0.3 per cent. below earnings in November, 1927.

Attorney Attacks Customs "Red Tape"

If business in general were carried on with the formality and technicality which attend customs clearance of imported merchandise, one can only conjecture the strangulating effect upon commercial activities, it is declared by Frank L. Lawrence, San Francisco customs attorney.

Making recommendations to the House Ways and Means Committee for the improvement of the administrative sections of the Forney-McCumber Act, Mr. Lawrence pointed out that the business of importing makes such progress as it can through a maze of regulation, litigation, penalties, bonds, declarations, certificates, petitions, protests, appeals, affidavits, notices and other impediments.

"While there is concededly an irreducible minimum of technicality with respect to customs entry of merchandise," Mr. Lawrence declared, "this minimum has not been achieved. The celerity and simplicity with which parcel post importations are handled suggest interesting possibilities as to other classes of shipments."

Mr. Lawrence urged that so far as possible procedural provisions be directory rather than mandatory, and details of administration left to treasury regulation rather than statutory prescription. The treasury department, he said, is always disposed to facilitate customs business and to relieve hardship, and may be counted upon to amend or waive an onerous regulation, where it would be powerless in presence of an inflexible statute.

DE NOBILI COMPANY INCREASES CAPITAL

The De Nobili Cigar Company, of Long Island, N. Y., has increased its authorized capital stock from $2,800,000 to $5,500,000. The De Nobili Company manufactures Italian type cigars and is enjoying a rapidly increasing business.

LANCASTER BOARD FAVORS LOWER TARIFF

AT THE annual meeting of the Lancaster Leaf Tobacco Board of Trade, held at the Hotel Brunswick, Lancaster, Pa., on January 5th, the following resolution favoring a reduction in the tariff on Sumatra and Java leaf tobacco was adopted:

"Resolved, That the Lancaster Leaf Tobacco Board of Trade favors a reduction in the tariff on Sumatra and Java wrappers from the present rate of $2.10 per pound to the prewar rate of $1.85 per pound. We believe that the growers of Pennsylvania tobacco would be very materially benefited by such reduction through the stimulation of a greater demand for their product."

The following officers were elected for the ensuing year: Jacob Bowman, president; J. W. Brenneman, vice-president; I. G. Wagner, secretary, and C. W. Smith, treasurer.

T. M. A. FORMS NEW TRAFFIC COMMITTEE

Realizing that the recent activities of railroads and other transportation agencies may lead to readjustments of rates, classifications or regulations which should be closely watched and promptly looked after on behalf of the tobacco industry, George C. Lucas, manager of the T. M. A. Traffic Bureau, has organized a general traffic committee.

This committee consists of the heads of the traffic departments of the American Tobacco Company, Bloch Brothers & Company, Liggett & Myers Tobacco Company, P. Lorillard Company, R. J. Reynolds Tobacco Company, American Snuff Company, Geo. W. Helme Company, United States Tobacco Company, Bayuk Cigars, Inc., Congress Cigar Company, Inc., Consolidated Cigar Corporation, General Cigar Company and the United Cigar Stores Company. The trade is invited to submit suggestions relative to transportation problems, addressing communications to George L. Lucas, Tobacco Merchants' Association, 341 Madison Avenue, New York.

KEOGH RESIGNS FROM AMERICAN

Val G. Keogh, well known as a cigar salesman throughout the entire country, and who has been promoting the sale of the "Principe de Gales" in the Eastern territory for the past year for the American Cigar Company, has resigned from that company, it was learned last week.

No announcement as to his plans for the future has been made, but it is not anticipated by his friends that he is ready to retire from the industry, and they are expecting an announcement from him in the near future as to his plans.

VADSCO INCREASES CAPITAL

The Vadsco Sales Corporation, New York City, which is controlled by the Schulte interests, has increased the capital stock of the corporation from $3,000,000 to $12,500,000. Capital stock is likewise increased from 500,000 shares to 2,000,000 of no par value.

SILVERMAN MOVES

Louis Silverman, who has been conducting the cigar stand at the northwest corner of Thirteenth and Pine Streets, has moved his business to 345 South Thirteenth Street.

WAITT AND BOND PROFITS INCREASE

NET income of Waitt and Bond, Inc., of Newark, N. J., manufacturers of the "Blackstone" cigar, for the first eleven months of 1928 was $637,087, an increase of $86,860 as compared with the same period of 1927. The Class A dividend was earned 3.4 times and $2.26 a share was earned on the Class B stock. The latter is an increase of 43 cents a share over the earnings for the same period of the previous year.

The management estimates that the earnings for the full twelve months of the year 1928 will be about $2.45 a share on the Class B stock, or an increase of 21 per cent. over the earnings on this stock for the previous year.

Yahn and McDonnell Cigars, North Seventh Street, are the "Blackstone" distributors for Philadelphia and surrounding territory.

AMERICAN EXCHANGE CIGAR COMPANY WINS SAFETY CONTEST

In the recent accident prevention campaign of the Associated Industries of New York State, the American Exchange Cigar Company was winner of first prize in its group.

There were about twelve hundred plants entered, employing nearly a quarter of a million persons. They were divided into seventy-five groups according to industry. The contest was of thirteen weeks' duration, covering the months of September, October and November, and prizes were awarded to the factories having the smallest percentage of accidents based on the total number of man hours' exposure.

The American Exchange finished with a record of 100 per cent., not having had an accident in 99,354 man hours' exposure, and are now the proud possessors of a handsome bronze and mahogany plaque, beautifully inscribed.

The prizes were awarded at a dinner held at the Cafe Savarin, on Wednesday, January 9th, to nine group winners in the borough of Manhattan.

UNION TOBACCO PROFITS

Preliminary statement of Union Tobacco Company for eleven months ended December 1, 1928, shows profit of $1,667,070 before federal taxes. Above profit gives no consideration to appreciation of $460,000 in market valuation of securities. Capital stock consists of 176,000 no-par shares of $7 class A stock and 697,000 no-par shares of common.

Preliminary income account for eleven months ended December 1, 1928, follows: profit before federal taxes $1,667,070; class A dividends (three payments) $906,129; balance $760,941; surplus December 31, 1927, $345,223; capital surplus $1,413,318; total surplus December 1, 1928, $2,519,482.

CLARK LIGHTER COMPANY GETS INJUNCTION

The Clark Lighter Company, Incorporated, of New York City, manufacturers of the well-known Clark "Firefly" lighter, has obtained a permanent injunction restraining the further manufacture and sale of the Pollak cigarette lighter. The suit was brought for infringement of the Clark Company's Patent No. 1,549,047 covering the pocket cigar lighter. The injunction was issued with the consent of the Pollak Company.

MURIEL

CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

CUBAN PARCEL POST BILL WILL NOT BE PASSED AT THIS SESSION

ACCORDING to Congressman Henry W. Watson, of the Ninth District of Pennsylvania, the proposed bill to allow the importation of Cuban cigars into this country in lots of less than 3000 will not be passed by this session of Congress due to opposition of the tobacco industry.

Congressman Watson states: "I was able to muster only fifteen or sixteen votes from the Pennsylvania delegation. However, if the tobacco people change their attitude, I shall introduce the bill again in the Seventy-first Congress."

He said the tobacco industry opposed the bill on the ground that it would enable Cuba to compete dangerously with them by flooding the country with Cuban cigars via parcel post.

TAYLOR UNITED VICE-PRESIDENT

Jesse R. Taylor, formerly treasurer of the American Tobacco Company, has been elected vice-president of the United Cigar Stores Company. He was formerly a vice-president of the United Cigar Stores, and at one time was acting president. Axel Staal was also elected a vice-president.

J. H. Stockton was named comptroller to fill the vacancy created by the promotion of Mr. Staal, and Alexander Granat, vice-president, was elected to the Board of Directors.

SCHULTE-UNITED OPENS PACIFIC BRANCH

The Schulte-United Five Cent to One Dollar Stores Company, has recently opened a Pacific Coast Branch in Los Angeles, and expects to establish thirty-five stores on the Pacific Coast.

Thirty of these stores will be located in California, and it anticipated that one store will be opened in Oakland within sixty days, after which additional stores called for in the expansion plans will be gradually placed in operation.

SCHOLKOFF JOINS MAZER-CRESSMAN

Bernie Scholkoff, former Long Island representative for the Consolidated Cigar Corporation for Long Island, has joined the sales force of the Mazer-Cressman Cigar Company and is covering Brooklyn and the Long Island territory in the interest of "Manuel" and the other brands of the Mazer-Cressman Company.

PEOPLES DRUG BUYS KENNEDY CHAIN

The Peoples Drug Stores, Incorporated, which operates a chain of ninety-eight stores, has purchased the Kennedy chain of fifteen stores, all of which are located in Pennsylvania. The Kennedy chain was purchased for cash and there will not be any new stock issued to finance the purchase.

George Zifferblatt, of the G. Zifferblatt & Company, manufacturers of the "Habanello," has recently returned from a trip to New York City, where he conferred with his distributor in that city.

The "Habanello" is rapidly forging ahead in popularity in Philadelphia and in the other territories where it is being distributed.

PORTO RICAN TOBACCO PROSPECTS

A LOCAL correspondent whose early estimate of the tobacco crops was given to the tobacco press at 15,000,000 pounds, now says in a personal interview that it is doubtful whether the crop will be that large on account of the curtailment of plantings due to the lack of drying barns, reports Assistant Trade Commissioner J. R. McKay to the Tobacco Section of the Department of Commerce. This correspondent is also a large tobacco planter who sells plants to other farmers, but this year he reports that he has been unable to dispose of plants at any price. Fertilizer sales act as a barometer indicating plantings and one fertilizer salesman reports that sales indicate plantings of something over half a crop, but not to exceed two-thirds of a crop. Another states that sales indicate only 40 per cent. of the crop of last year, although late plantings may bring this up to half of a crop. It is reported that unsold stocks in the hands of producers amount to between 300,000 and 400,000 pounds.

CONSOLIDATED DIVIDEND

The Board of Directors of the Consolidated Cigar Corporation has declared a regular quarterly dividend of $1.75 a share on the common and the preferred stock, and $1.62½ a share on the prior preferred stock of the corporation.

The common stock dividend was paid on January 7th, and the preferred stock dividends are both payable February 1st to stockholders of record January 15th.

CINCO WINS BOWLING HONORS

Honors in the Cigar Manufacturers Bowling League for the first half of the 1928-1929 season were captured by the Cinco team during the last week of the first half of the season. Up until that time it was thought that the Havana Ribbon team would undoubtedly carry off the honors, but the Cinco forged ahead and were the winners by a single game.

There are eight teams in the league and games are played each week throughout the season.

UNITED-SCHULTE STORE FOR HAMMOND, ILL.

The Schulte-United Five Cent to A Dollar Stores Company has obtained a long term lease on the three-story building at 595 Hohman Street, Hammond, Ind., and will make improvements to the structure at a cost of approximately $100,000, after which they will open one of the stores in their new chain there.

TAMPA NOVEMBER PRODUCTION INCREASES

During the month of November, 1928, 52,961,100 cigars were made by cigar factories in the city of Tampa, which is 6,622,683 more cigars than were made in that city during the same month last year.

The production by classes was as follows: Class A, 12,003,000; Class B, 829,000; Class C, 26,696,000; Class D, 11,029,000, and Class E, which retail at more than twenty cents each, 402,400.

Mr. and Mrs. D. Emil Klein sailed from New York City on December 23d for Havana, Cuba, where they spent the holidays. Mr. Klein is combining business with pleasure and looking over the Havana leaf packings with Morris Edelman, of the D. Emil Klein Company, while there.

"OLD GOLD" SERIES ON COLUMBIA SYSTEM

PAUL WHITEMAN for the first time in all his reign as the king of jazz is going on the air in an extended broadcast program. On February 5th Whiteman and his orchestra will begin a series of at least nine weekly concerts to inaugurate one of the major broadcast programs of the year —the "Old Gold" Hour for which the P. Lorillard Company, manufacturers of "Old Gold" cigarettes, have just signed a contract with the Columbia Broadcasting System involving an expenditure of about a million dollars for the air alone. The broadcasts subsequent to the nine or possibly fifteen weeks of Whiteman, will maintain the same high standard of entertainment so that hour, which is to be called the "Old Gold"-Paul Whiteman Hour is to represent an additional expenditure for talent of about $250,000 in a year. The contract just signed between Lorillard and Columbia is to run for a period of two years, which means that "Old Golds" are undertaking a nation-wide radio program which will represent a total outlay of $1,500,000.

Paul Whiteman has flirted with the air for several years and actually has been broadcast on two or three notable occasions but hitherto he has withstood all blandishments towards inducing him to undertake a regular and extended program. His engagement for the "Old Gold" Hour means that Columbia will be able to put on the air for at least nine weeks, the most glorious jazz orchestra of them all, one which is known throughout the world, both because of its marvelous music and because of the picturesquely genial character of its leader, whose name has come to be synonymous with the best in jazz all over the world.

The "Old Gold" Hour is to be from nine to ten o'clock Eastern Standard Time on Tuesday nights, and will include in its hookup forty-three stations so that this musical treat will be made available in homes in every nook and corner of America. The forty-three stations and the cities in which they are located are:

WABC, New York; WFAN, Philadelphia; WNAC, Boston; WEAN, Providence; WFBL, Syracuse; WCAO, Baltimore; WJAS, Pittsburgh; WADC, Akron; WKRC, Cincinnati; WGHP, Detroit; WOWO, Ft. Wayne; KMOX, St. Louis; KMBC, Kansas City; KOIL, Council Bluffs; WSPD, Toledo; WHK, Cleveland; WLBW, Oil City; WMAL, Washington; WBDJ, Roanoke; WTAR, Norfolk; WWNC, Asheville; WLAC, Nashville; WDOD, Chattanooga; WBRC, Birmingham; WREC, Memphis; KLZ, Denver; KDYL, Salt Lake City; KYA, San Francisco; WMTR, Hollywood; KJR, Seattle; KEX, Portland; KGA, Spokane; KFJF, Oklahoma City; KFH, Wichita; KRLD, Dallas; KTSA, San Antonio; KLRA, Little Rock; WCCO, Minneapolis; WISN, Milwaukee; WDSU, New Orleans.

The contract to put "Old Gold" cigarettes on the air with this very fine program of entertainment has just been signed, and details are not yet available, but it is known that Whiteman, his imagination fired by a weekly appearance before a vast countrywide audience, is planning some novelties that may be counted on to make jazz history. He is already hard at work on the music for his inaugural appearance, and has promised that at every one of his radio concerts there will be a rendering of the favorites of the mode and the moment.

(Continued on Page 18)

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's the most unselfish advertising idea (in newspapers everywhere) ever developed for the Cigar Industry—selling MORE cigars for every brand and MOST for the best advertised and largest selling high grade cigar in America—

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

WALL STREET JOURNAL GIVES ANAYLSIS OF AMERICAN TOBACCO COMPANY

IN RESPONSE to a request to the *Wall Street Journal*, of New York City, for information about the American Tobacco Company, the *Journal* has printed the following interesting analysis of the company:

"The American Tobacco Company was originally incorporated under the laws of New Jersey in 1890, but the present company had its inception in 1904 with the merger into a single corporation of the American Tobacco Company, the Continental Tobacco Company, and the Consolidated Tobacco Company. In 1911, under the Sherman Anti-Trust Act, the company was formed to segregate various subsidiaries and distribute its holdings of the stock of several large companies, including R. J. Reynolds Tobacco Company, the Porto-Rican American Tobacco Company, the British-American Tobacco Company, Limited, the Imperial Tobacco Company, Limited, and the corporation of United Cigar Stores, while the company itself was segregated into three units, the present American Tobacco Company, Liggett & Myers Tobacco Company, and P. Lorillard Company.

"Although the dissolution reduced by more than one-half the proportion of the trade formerly controlled the company has expanded its activities with the growth of the tobacco industry until today the volume of business is larger than prior to the dissolution, and the company is one of the leading manufacturers of cigarettes and smoking tobacco in the United States. Its best known brand of cigarettes is 'Lucky Strike,' which is one of the largest three sellers. Other brands include Pall Mall, Melachrino and Sweet Caporal.

"Among the most popular of smoking tobacco brands are 'Lucky Strike,' 'Tuxedo,' and 'Bull Durham.' The company has also extensive business in plug tobacco and small cigars. In addition to its manufacturing activities the company owns a substantial stock interest in such well-known enterprises as the American Cigar Company, Schulte Retail Stores, United Cigar Stores and the Mengel Company. Factories of the company are located in a large number of cities, principally along the Atlantic Seaboard and in the Central States.

"Net earnings of the company have shown unusual stability with the trend almost steadily upward for several years. Net income available for the common and common B stocks for 1927 was the largest on record, amounting to $20,095,821, or $10.29 a share, compared with $19,387,667, or $9.90 a share in 1926.

"As one of the 'Big Four' in the American tobacco field, this company has enjoyed the benefits of the tremendous expansion in the popular priced blended cigarette field and by the same token is sharing with others today the burden of a competitive condition that is introducing a difficult problem into this business. However, the strong financial condition of the company and the popularity of its products place it in an advantageous position to compete for cigarette business.

"Sales of American Tobacco Company in every month of this year have been substantially greater than those of the corresponding months of 1927. Earnings in every month since May, when a recession was due to price reduction, have been ahead of the corresponding months last year. Profits for the full twelve months will exceed the previous record earnings of 1927.

"Some time in 1929 the management is expected to give consideration to some form of capital adjustment whereby stockholders will receive a larger dividend. Present rate is $8 annually, which returns a yield in the current price of the stock of 4.4 per cnt.

"Consumption of cigarettes in the United States for 1928 is expected to reach 105,000,000,000. The American Tobacco Company does one-third of the tobacco business of the country. One of its brands is manufactured at the rate of nearly 150,000,000 a day. The one brand produces more cigarettes than the entire United States consumed twenty-five years ago. When the World War began consumption had reached 16,869,520,463, which was then considered a tremendous volume. But because of new smokers produced by the war, consumption for 1919 had risen to 53,151,573,142. It was believed at the time that this figure marked the saturation point for cigarettes. Then women began to smoke and now that total is doubled.

"The growth of its principal product, the 'Lucky Strike' cigarette, has been remarkable, and it is unlikely that efforts which enabled the company to increase its sales substantially in 1927 and to continue to increase at an apparently much greater rate this year, will be relaxed. Despite the entry of other cigarettes into this particular field, it seems probable that the aggressive efforts of the company with the natural impetus of the cigarette business generally, whether as a result of more intensive advertising or a change in the attitude toward smoking, will continue to find the company prepared to maintain its prominent place in the industry."

CIGARETTE SALES TO CHINA CONTINUE TO INCREASE

In spite of difficult operating conditions, there has been considerable expansion in cigarette sales in China during 1928, according to a radiogram dated December 19 and received in the Tobacco Section of the Department of Commerce. No reliable data are yet available showing cigarette imports into China, but exports from the United States to China for the first eleven months of the year amounted to 7,413,397,000 in number, valued at $12,846,370, a quantity almost twice as great as for the full year 1927.

Aggressive campaigns pushed by some of the larger foreign-owned cigarette companies are said to have contributed much to the successful year. Moreover, there has been some stabilization of the tax imposition on account of agreements signed with one hundred nationalists governments.

Active selling of a large volume of cigarettes at greatly reduced prices by large foreign operators has adversely affected the business of small native factories and served in turn to restrict the leaf sales offered by independent importers.

NEW CHAIN STORE STOCK OFFERED

A public offering of stock to the amount of 300,000 no par value capital shares of Chain Store Stocks, Incorporated, was made on December 15th at $37.50 by a syndicate composed of Shields & Company, Incorporated, E. Naumberg & Company and F. S. Smithers & Company.

The firms offering this stock, which are also the organizers of the corporation, announced that they had purchased $2,000,000 of the above offering for their own respective permanent investment accounts.

After all nothing satisfies like a good cigar

CENSUS OF TOBACCO PIPE MANFACTURES, 1927

THE Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the establishments engaged primarily in the manufacture of tobacco pipes and pipestems in 1927 reported products valued at $7,273,806. Of course amount, $6,946,576 was contributed by pipes, $247,484 by parts, and $79,746 by miscellaneous products. The total value of products shows a decrease of three-tenths of 1 per cent. as compared with $7,298,595 for 1925, the last preceding census year.

Of the 23 establishments reporting for 1927, 11 were located in New York, 7 in Missouri, 2 in Massachusetts, 1 in Illinois, 1 in New Jersey, and 1 in Virginia. In 1925 the industry was represented by 28 establishments, the decrease to 23 being the net result of a loss of 6 and a gain of 1. Of the 6 establishments lost, 4 went out of business prior to 1927 and 2 reported products other than pipes as their principal products and were therefore transferred to the appropriate industries. The establishment gained reported for the first time at the present census.

The statistics for 1927 and 1925 are summarized in the following table. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns.

	1927	1928
Number of establishments	23	28
Wage earners (average for the year)[2]	1,807	1,970
Wages[3]	$2,278,537	$2,290,769
Cost of materials, shop supplies, fuel, and purchased power, total[3]	2,722,706	2,718,135
Materials and supplies	$2,663,066	[4]
Fuel and power	59,640	[4]
Products, total value[3]	$7,273,806	$7,298,595
Pipes	$6,946,576	$6,986,166
Pipe parts	247,484	185,500
Other products	79,746	126,929
Value added by manufacture[5]	4,551,100	4,580,460

[1] Per cent. not computed where base is less than 100.

[2] Not including salaried employees.

[3] The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

[4] Not reported separately.

[5] Value of products less cost of materials, shop supplies, fuel, and purchased power.

WAR DECLARED ON LONDON SMOKERS

In London, England, a number of business men and women have banded together into an anti-smoking league and will make war on any person seen smoking in a restaurant or tea shop.

They have pledged themselves, whenever they see a person smoking in a restaurant to lodge a complaint with the manager. The band already numbers over one hundred members.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

NINTH JAVA TOBACCO SALE

In general, the Java tobacco sales held on October 18 and 19, were not favorable, states American Vice-Consul Pattie H. Field in a report released by the Tobacco Section of the Department of Commerce. The prices, however, were high enough to be profitable. About 12,000 parcels of Vorstenlanden were sold. Owing to the fact that Loemadjang tobacco is not now on the market, the Vorstenlanden takes the place of a good filler tobacco. In the auctions of October, no wrapper Vorstenlanden was offered, although in the sale on November 9, a parcel of this sort was to be sold. Several parcels of Besoeki, suitable for filler, were taken by German buyers at prices fifteen to thirty-five per cent. more than taxation (minimum price fixed by seller). The sale of Loemadjang was very slow; however, the Kedoe tobacco sold at excellent prices.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services. Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TOBATS:—45,380. For all tobacco products. January 4, 1929. Batt Brothers, New York, N. Y.

HAV-A-POPLIN:—45,381. For all tobacco products. January 4, 1929. Poplin Cigar Co., Kinston, N. C.

BOSTON GARDEN:—45,376. For cigars, cigarettes and tobacco. December 22, 1928. H. J. Alberts, Boston, Mass.

BEACON HILL:—45,379. For cigars only. December 7, 1928. Ruy Suarez & Co., New York, N. Y.

TRANSFERS

ATABOY:—39,649 (T. M. A.). For cigars. Registered April 6, 1916, by Hilson-Schloss, Inc., New York, N. Y. Through mesne transfers acquired by Earl Cigar Co., York, Pa., and re-transferred to Jerry W. Bender, Hellam, R. D. No. 1, Hellam, Pa., December 20, 1928.

LA PALO:—31,242 (U. S. T. J.). For cigars, cigarettes, cheroots and tobacco. Registered January 23, 1906, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by Earl Cigar Co., York, Pa., and re-transferred to Jerry W. Bender, Hellam, R. D. No. 1, Hellam, Pa., December 20, 1928.

LIFE SAVERS STOCKHOLDERS APPROVE MERGER WITH DRUG, INC.

Stockholders of Life Savers, Incorporated, of Portchester, N. Y., manufacturers of package confections, recently approved the proposal to merge with Drug, Incorporated, a holding company for the United Cigar Stores Company and allied interests.

The plan provides that 146,521 shares of Drug, Incorporated, will be distributed to holders of 550,000 shares of Life Savers, Incorporated, and in addition 55,000 shares of new corporation formed in Delaware to take over Life Savers' Canadian business, will be distributed on the basis of one new share for each ten now held.

A dividend of one share of stock of Standard Industries, Inc., of Delaware, organized as an investment trust, for each ten shares of Life Savers, Incorporated, held has been declared.

Life Savers, Incorporated, will be dissolved and stock distributed on the basis of one share of Drug, Incorporated, for each 3.77 shares of Life Savers, Incorporated. It is estimated that at current prices Life Savers stockholders will realize slightly more than $40 per share by the exchange.

CUBA MAY TAX CIGAR MACHINERY

Under the terms of a measure which has received the indorsement of the Cuban Interior Department, an annual tax of $1,000 would be imposed on all Cuban cigar manufacturers using cigar making machines.

The measure seeking to protect workmen against the introduction of machines, will be sent to President Machado for his consideration.

CIGARETTES COSTLY IN ARGENTINE

ACCORDING to a recent dispatch from Buenos Ayres, Americans who expect to find cigarettes, cigars and tobacco as cheap in Argentina as in this country are due for an uncomfortable surprise.

A fifteen-cent package of the popular American brands of cigarettes cost ninety centavos there, or about forty cents in United States money. One explanation of this high price is the tax of thirty-five centavos which the government collects on each package of cigarettes. A ten-cent or fifteen-cent American cigar costs from twenty-five to sixty centavos, but very few American cigars are imported.

American pipe tobacco is very high also; a fifteen-cent tin of the popular American brands costing from 1.30 pesos to 1.50 pesos, or fifty-five to sixty-five cents, mainly due to the heavy import duty.

The home-grown Argentine tobacco is also very costly and twelve cigarettes of the cheapest grade of native tobacco cost about eighteen cents in United States money.

"OLD GOLD" SERIES ON COLUMBIA SYSTEM

(*Continued from Page 15*)

Little need be said of Paul Whiteman by way of introduction to the American public. Since the war he has ranked as the outstanding exponent of modern dance music and his orchestra has through tours in all quarters of the globe, spread the popularity of modern music into every land. While Whiteman has never before been a regular radio entertainer, his records and personal appearances have made him a major hero among the lovers of popular music. This series will present, for the first time in radio history, an opportunity for Paul Whiteman's Orchestra to be a regular weekly guest in every home in the land.

Columbia and P. Lorillard Company are cooperating in an effort to make the new "Old Gold" Hour a thing of nationwide interest and pleasure throughout its term, and interesting announcements of the further programs are expected.

The decision of "Old Golds" to go on the air is quite in accord with the intensively progressive manner in which this cigarette has been put before the public from the start. Less than two years old, it already is the sensation of the cigarette world, having chalked up a sales increase of $22,000,000 in the year just past, and having maintained an aggressive newspaper advertising campaign which has kept the brand and its famous slogan "Not a cough in a carload" continually before the public. The broadcasting venture is simply another step in publicizing "Old Golds" and will not be marked by any diminution in its advertising activities. "Old Gold" announcements will continue to appear in 1215 newspapers with a combined circulation of 33,657,000. Particular attention has been drawn to this advertising in recent weeks because P. Lorillard Company has seen fit to incorporate in its copy an appeal for sweets as well as for cigarettes, thus voluntarily booming another industry in which it has no financial interest whatever. Its reason for this unusual advertising step was a belief that people are not being harmed by either sweets or cigarettes, and that when they are told "eat a chocolate, light an 'Old Gold' and enjoy both" they react pleasantly to the thought that what they like to do and are going to continue to do anyway, is not going to hurt them.

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FEBRUARY 1, 1929

VOLUME 49 No. 3

THE TOBACCO WORLD

THE PUBLIC APPRECIATES

the particular blend given only by

PORTO RICAN TOBACCO

Year by year the public demand for Porto Rican tobacco has grown steadily, until now it is one of the most important sources of the world's supply. No other tobacco can give just the blend obtainable from Porto Rican tobacco.

The growers in Porto Rico are anxious to serve the trade in the States to their utmost capacity. They have instituted strictly modern methods of seed selection, planting, cultivation and curing. Watching over the entire industry, ever ready with advice and supervision, are the Departments of Agriculture of both Porto Rico and the United States Goverment.

DUTY FREE!

As Porto Rico is an American possession, its tobacco is admitted duty free, enabling the manufacturer to produce a better cigar at a lower price.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Cigar Smokers Are Careful Buyers

The color, finish, size and shape of the cigars they select are subjected to close scrutiny, before the purchase is made.

Cigars in Wooden Boxes can be seen at a glance---the whole cigar, not just one end. They invite purchase. Wooden Boxes display best. They do most to enhance the cigars' fragrance and richness of flavor and preserve them in fine condition. It is good business to pack your cigars in Wooden Boxes.

After all nothing satisfies like a good cigar

The best cigars are packed in WOODEN BOXES

Cigars are tobacco in its most social, enjoyable form---a slow-burning, cool smoke ---no smoldering---no throat irritation.

Volume 49 — Number 3

THE TOBACCO WORLD

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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$2.00 a Year — PHILADELPHIA, FEBRUARY 1, 1929 — Foreign $3.50

SCHULTE ABANDONS GROCERY PLAN

PLANS for the organization of a chain of retail grocery stores by the Schulte Retail Stores Corporation and of Park and Tilford, Incorporated, a subsidiary, were abandoned after a survey of the retail grocery business, it was revealed last week. The companies have withdrawn stock previously listed on the New York Stock Exchange in connection with the plan.

Park and Tilford, Incorporated, directors stated that the corporation had consented to an indefinite postponement of the exchange of 33,333 shares of stock for 100,000 shares of Park and Tilford Retail Stores, Incorporated, due to the unfavorable result of the survey. It is understood that the directors intend to add to the company's chain of luncheonettes.

Directors of Schulte Retail Stores Corporation met on December 24th and canceled the authority to issue 100,000 shares of common in exchange for 200,000 shares of common of Park and Tilford, Incorporated. The Exchange Committee on Listings has approved the withdrawal of the listings.

REFUND FOR LIGHTER THAT WOULDN'T

A short time ago a dissatisfied customer in Minneapolis, sued to recover the price of a cigarette lighter that refused to light.

William Opsahi brought suit in conciliation court there seeking to learn what the law had to say in connection with his paying good coin of the realm for a non-lighting lighter.

Opsahi testified that the lighter worked wonderfully in the store, but when he boastfully displayed it to his friends it refused to give even a flicker. "Refund plaintiff his money," the Court ordered.

TOBACCO AND ALLIED STOCKS ISSUE

A new issue of 54,000 shares of no par value capital stock of Tobacco and Allied Stocks, Incorporated, was offered to the public on January 17th, through Colvin and Company, priced at $54.50 a share, and the offering was over-subscribed on the first day.

The company was organized very recently under the laws of the State of Delaware, to buy, sell, trade and deal in stocks and other securities of companies engaged in the tobacco and allied industries, but its charter does not limit it to such securities.

"Raleigh" cigarettes, manufactured by the Brown and Williamson Tobacco Company, of Winston-Salem, N. C., have made their appearance in the local market and are meeting with a gratifying demand.

ROTHSCHILD HEADS STERN-MENDELSOHN

HARRY ROTHSCHILD, who has been associated with the leaf tobacco firm of Cullman Brothers, of New York City, in an executive capacity for a number of years, was recently elected the official head of the Stern-Mendelsohn Company, also leaf tobacco dealers of New York City.

Mr. Rothschild succeeds Joseph F. Cullman, Jr., he and his associate having bought control of the Stern-Mendelsohn Company, a short time ago.

Mr. Rothschild is thoroughly experienced in the leaf tobacco business and has been associated with the tobacco industry for forty years, having began his career in that industry with his father, Sigmund Rothschild, of Rothschild and Brothers, in Detroit, in 1889.

"ISABELA" FACTORY HEAD A VISITOR

Carlos A. Farrandiz, head of the Ca. Gral de Tobocas de Filipinas, arrived from Spain recently for a short visit in New York. This company owns the Isabela factory and three large plantations in the provinces of Isabela and Cagayan. For many years he has been closely identified with this business. J. B. Havre, of J. B. Havre & Co., representing the company in the western territory, is also a visitor in New York. Mr. Ferrandiz is highly gratified with the expansion of the Isabela Cigar brands in the United States, and he expresses the thought that the trade will grow and develop to large proportions during the year.

SCHULTE-UNITED IN CAMDEN

One of the first of the recently organized Schulte-United Five-Cent-to-a-Dollar Stores will be opened in Camden, N. J., in a very short time, alteration work costing more than $20,000 now being in progress on the site at 21-25 Broadway.

Alterations include a new front, new roof, excavation, shoring, cement work, concrete floors, bronze grills, marble and tile work, copper skylights and metal ceilings.

The contract has been let to the Minton-Seobell Company, of Cleveland, Ohio.

GENERAL CIGAR EARNINGS

The General Cigar Company, Incorporated, reports net income, after taxes, for the year 1928 of $3,140,459, which is a decrease of $225,677 when compared with earnings for the year 1927.

VARIOUS OPINIONS EXPRESSED AT CONFERENCE ON SUMATRA DUTY

AN IMPOSING array of cigar manufacturers, backed up by representatives of a number of growers' organizations, on January 23 asked the House Committee on Ways and Means to reduce the rate of duty on imported Sumatra wrapper tobacco from $2.10 to $1.50 per pound. A reduction in the duty will permit the manufacturer to pay a little more for the filler and binder tobacco he purchases in this country and possibly clear a little better profit for himself, it was declared by the manufacturers; the growers' representatives told the committee that any increase in the price they received for their tobacco would be greatly appreciated, as they, like the manufacturers, are just about breaking even, while representatives of the cigarmakers' union told the committee that their livelihood depended upon the ability of the manufacturers to continue in business and they were favoring the reduction because if the manufacturer remained in business they remained at work.

Conditions in the five-cent cigar industry are very precarious at best, the committee was told, but the manufacturers are fighting along, hoping that their product may meet with increasing favor. The improved quality of cigars made possible by the carving of the revenue tax, the perfection of cigarmaking machinery and other economies has tended to increase the demand for the five-cent cigar and it is steadily regaining the position it held prior to the war, it was declared by Harvey L. Hirst, representing Bayuk Cigars, Incorporated. The Florida wrapper, Mr. Hirst said, cannot be used, because the smoker doesn't like it. Therefore, it is necessary to continue to use Sumatra tobacco and even if the duty were higher the manufacturers would still have to use it.

The man who lays down his nickel is the boss, it was declared by Jacob Mazer, representing the Detroit cigar manufacturers, and the industry must produce what he demands. He will not smoke a cigar with a Florida wrapper, which would be cheaper, and therefore the Sumatra is retained in lieu of something better.

The Pennsylvania farmers and those in Ohio are making more money than they have for years as a result of the growing popularity of the five-cent cigar, it was asserted by Charles Bobrow, of Bobrow Brothers, Philadelphia. The only effect of the removal of the present restriction on Cuban cigars, he told the committee, would be that people very likely would buy them on the ground that being imported they must necessarily be better than the domestic cigar but it is not estimated that there would be many five-cent cigars brought in.

A full discussion of the situation was submitted to the committee in a brief filed by Charles Dushkind, general counsel of the Tobacco Merchants' Association, in which it was pointed out that the nickel cigar comprises approximately half of the total business and is the most important market for the filler and binder tobacco grown here. Eighty per cent. of the wrappers imported are used for nickel cigars, and the Sumatra type is by far the most popular. It requires two pounds of Sumatra wrapper to cover 1,000 cigars, in which there are used thirty-five pounds of American filler and binder. "It is the Sumatra wrapper which has made the nickel cigar so popular," it was declared. "The nickel cigar is the backbone of the cigar industry business, and to preserve the very life of the in-

(*Continued on Page 12*)

MANILA NEWS NOTES

AS A result of experimental work conducted by the Bureau of Agriculture in the Philippines, tobacco has been produced the past year far superior to anything formerly raised on the same plantations. Co-operators, members of the Tuguegarao Tobacco Growers' Association, Inc., wrote a letter of appreciation which follows in part:

"I wish to take this opportunity to inform you that the co-operators here who are also members of the Association have received the highest price for their tobaccos in this town this year, ranging from $3.75 to $5.00 per 100 sticks, whereas the average is only $2.50 to $3.00. The tobaccos of co-operators Santiago Baneud and Leon Dulin were bought at $5.00 per 100 sticks. This is a special price. Finally, I reiterate my thanks for the invaluable co-operation of your office and your force with our members. From now on you may consider the entire Tuguegarao Tobacco Growers' Association as your co-operators. If we can be of any service to you, please do not hesitate to ask us."

Several members of the Manila Cigar Importers' Association attended the banquet at Washington, January 19, in honor of Maj. General Frank McIntyre, formerly, Chief of the Bureau of Insular Affairs. General McIntyre has been made Trade Commissioner of the Philippines, and has opened offices in the Bar Building at Washington. For many years as Chief of the Bureau of Insular Affairs he had much to do as an administrator and came closely in contact with business and trade between the U. S. and the Islands. His work as a colonial administrator was extolled by Chief Justice Taft, of the Supreme Court, Newton D. Baker, formerly Secretary of War, and by Nicholas Roosevelt, editorial writer of the New York Times and author of several books on the Philippines and the Far East. It will be recalled General McIntyre obtained a passage of the bill to equalize tariffs on tobacco in the Philippines and the United States.

David F. Morris, Tobacco Agent for the Philippine Government, is calling on the cigar jobbers and retailers in the South. He expects to go as far as Miami, Fla., and later proceed West to other southern territories. Mr. Morris reports that trade conditions are favorable and that there is keen interest in standard Manila cigars.

Heavy floods in the latter part of November destroyed seed beds and tobacco fields in the Cagayan Valley, P. I. The damage was considerable and farmers suffered severe losses as a result of the storm. It is expected, however, that the liberal fertiliziation from the flood will offset some of the losses and that the crop to be harvested in May and June will be a good one.

BOND MADE TRUSTEE OF PRESS CLUB

Charles A. Bond, tobacco agent for the Philippine Government, with headquarters at 15 Williams Street, New York City, has recently been elected to the Board of Trustees of the Press Club of New York, of which he has been a member for many years.

A TRIUMPH IN SCRAP BUNCH MACHINES

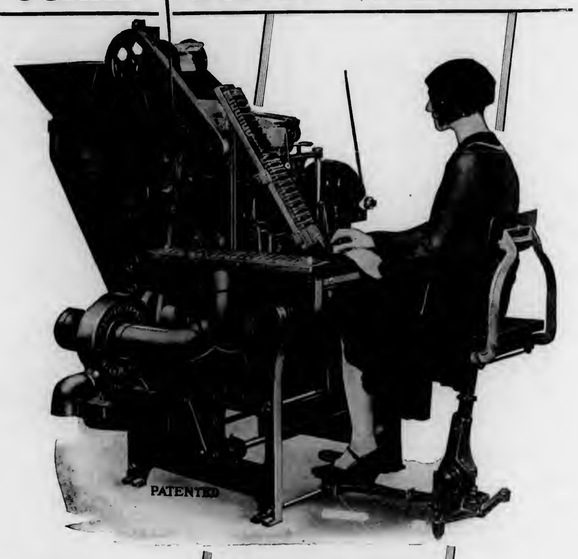
Improved!

With Two Important Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.



The MODEL L UNIVERSAL Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan, $75. extra. Prices F. O. B. Factory, Newark, N. J., U. S. A.

LABOR, STOCK & MONEY - SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Write for Illustrated Price Folder and complete Model L information

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

CONGRESS COMPANY HAS BRIGHT OUTLOOK

FOLLOWING report of the Congress Cigar Company that earnings for the year 1928 surpassed all previous records, being equal to $8.26 a share after estimating December profits at fifty cents a share, the *Wall Street News* says the outlook for 1929 is for still larger profits. Conservative estimates by the management for the current year place net income between $9 and $10 a common share, based on the concentration of production in only three plants instead of seven, and the final installation of labor-saving machinery during the year 1928, from which the company will enjoy the full benefit during the present year.

Since 1910 the management has concentrated entirely on one brand by the elimination of all other brands except "La Palina." More cigars of this brand are sold in the United States than any other brand in its price class. It is believed that, except for a few southern states, "La Palina" cigars are sold in more than 85 per cent. of the existing retail tobacco outlets in the country.

During the past few years the company has spent approximately $5,000,000 in advertising "La Palina" cigars. However, none of these advertising expenditures have been capitalized, despite the fact that a substantial proportion thereof represents painted and electric signs at important locations, which will continue to function for a long time to come. The company's advertising has the advantage of being directed entirely for the benefit of one brand, with a consequent effectiveness of the dollar spent.

Congress Cigar is in excellent financial condition, as consolidated balance sheet as of November 30, 1928, shows total assets of $12,338,091 compared with $13,186,824 as of December 31, 1927, the decrease being shown in inventory of over $1,500,000. Total current assets November 30 amounted to $10,077,757 against current liabilities of $3,607,403, leaving net working capital of $6,470,354 against net working capital at end of 1927 of $5,594,588.

There has been a notable tendency in the cigar industry for the business to concentrate in the hands of a few large manufacturers who have the capital and organization necessary to produce cigars on an efficient basis. The necessity of a protective purchasing policy, the growing use of labor-saving machinery, the requirements of nation-wide selling and distributing organization, and the necessity of large expenditures for advertising, all combine to give considerable advantage to large and well financed companies.

PENNSYLVANIA LEADS IN CIGAR MANUFACTURING

ACCORDING to statistics, the State of Pennsylvania leads in the manufacturing of cigars with a percentage of 33.83 of the total, followed by New Jersey, Florida, New York, Ohio, Virginia and Michigan in the order named, and with percentages ranging from 10.06 for New Jersey to 4.41 for Michigan. The total number of cigars of all classes manufactured in the State of Pennsylvania during the year 1927 was 2,205,356,761.

In the manufacture of small cigars, Virginia replaces Maryland as the premier state with a percentage of 43.45 of the total, followed by Maryland, Pennsylvania and North Carolina.

North Carolina with a percentage of 59.02 of the total production leads in the manufacture of cigarettes, followed by Virginia, New York, California, Pennsylvania and New Jersey, in the order named.

New York State leads in the production of large cigarettes, producing 92.46 per cent. of the total.

The States of North Carolina and Missouri produced practically all of the plug tobacco manufactured.

ZIFFERBLATT ON WESTERN TRIP

George Zifferblatt, of G. Zifferblatt & Company, manufacturers of the "Habanello" cigar, has returned from a trip to Cleveland and Detroit, where plans for the promotion of his brand during 1929 were discussed with distributors for that territory.

The "Habanello" has immediately jumped into a ready sale wherever it has been placed.

STEIN COMPANY TO OPEN FACTORY

The recently organized Stein Cigar Manufacturing Company, has leased the building at 46 North Fourth Street, and expects to begin producing cigars there about February 15th.

Their brands are: "Mitzi," "La Morena," "Ingersoll," and "El Trebow."

GRABOSKY'S IN CUBA

Ben and Samuel Grabosky, of the G. H. P. Cigar Company, are at present in Cuba inspecting the Havana leaf and making purchases for their firm.

The G. H. P. Cigar Company expects to open an additional factory in Camden, N. J., in a short time to assist in meeting the demand on their brand, "El Producto."

"Light a Lucky and you'll never miss sweets that make you fat"

Constance Talmadge

INSTEAD of eating between meals . . . instead of fattening sweets . . . beautiful women keep youthful slenderness these days by smoking Luckies. The smartest and loveliest women of the modern stage take this means of keeping slender . . . when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are toasted—a costly extra process which develops and improves the flavor. That's why Luckies are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why folks say: "It's good to smoke Luckies."

For years this has been no secret to those men who keep fit and trim. They know that Luckies steady their nerves and do not harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinions of 20,679 physicians who maintain that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY INSTEAD OF A SWEET."

Constance Talmadge, Charming Motion Picture Star

Constance Talmadge, Charming Motion Picture Star

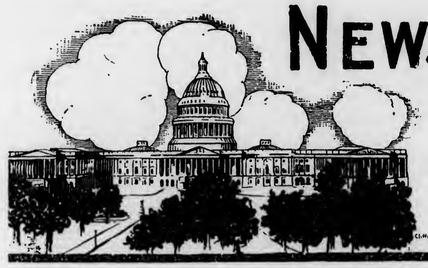
Reach for a Lucky instead of a sweet.

"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

ENACTMENT of bills now pending in Congress, removing the present restrictions on the importation of cigars, thus paving the way for the adoption of a parcel post treaty with Cuba as recommended by President Coolidge in his annual message at the opening of Congress, was urged January 17 in the House by Representative Watson of Pennsylvania.

In view of the fact that the appropriation bill for the Department of Commerce, recently passed, carries a fund of $490,000 to promote commerce with Latin America, Mr. Watson declared in a speech on the floor, it was a "commercial absurdity" to force Cuba to abrogate the temporary parcel post convention which had been in force until last March.

Removal of the present restrictions on the entry of cigars would not endanger the domestic cigar industry, he asserted, pointing out that approximately 90 per cent. of all dutiable imports of cigars, cheroots and cigarettes come from Cuba. Elimination of the present requirement that cigars be imported only in lots of 3000 or more would not increase importations, Watson claimed, since cheap cigars would not be imported in small quantities and there would not be a large demand for the more expensive grades.

Future Tobacco Statistics to Be Issued by Department of Agriculture

Quarterly reports of tobacco stocks, by classifications and standards which are to be established by the Department of Agriculture, will be issued by the Bureau of Agricultural Economics, it has been announced.

Under a bill signed by the President January 14 the collection of tobacco statistics was transferred from the Census Bureau to the Department of Agriculture, and the latter was directed to collect and publish information not only as to stocks of tobacco by types, as previously reported by the Census Bureau, but also by groups of grades as well.

Under the terms of the new legislation, dealers, manufacturers, growers, cooperative associations, warehouses, brokers, holders or owners other than original owners, are required to furnish the Department of Agriculture with information quarterly as of January 1, April 1, July 1 and October 1 of each year.

The reports will separate stocks of tobacco for the last four crop years, including the year of the report from stocks held more than four years. Nils A. Olsen, chief of the Bureau of Agricultural Economics, discusing the bill, declared that he "believes the segregation of stocks as to the years of production should prove desirable as it is considered that tobacco of the last four crops will be in direct competition with the crops to be produced. Such segregation in the reports should assist farmers in marketing their tobacco and making their plans for future crops."

No funds are available under the Gilbert Act, but an estimate for the necessary appropriation has been submitted to the Bureau of the Budget, and it is expected that funds will be provided in the second deficiency bill. As soon as funds are provided, further announcement will be made by the Bureau of Agricultural Economics as to the organization for carrying on this work.

Many Agencies Working to Solve Marketing Problems

More than 600 private and public agencies are working to solve the marketing problems of American business men, it was discovered by the Department of Commerce in making an investigation of market research activities in the United States.

The greatest interest is evidenced in the study of retailing, as shown by the fact that 165 different agencies are listed as making studies on this subject alone. Advertising, wholesaling, warehousing, credit, accounting and every other phase of marketing have been studied during the past year and are now under the scientific scrutiny of marketing experts. Chain store merchandising, co-operative marketing, group buying and the mail order business have received increased attention.

Future Trade Practice Conferences Endangered

Future success of the trade practice conference plan built up by the Federal Trade Commission, under which the various industries, by adoption of so-called codes of ethics, themselves eliminate abuses in their trades without Government action, is imperiled by charges just made by the grocery industry that the commission exceeded its power in adopting and attempting to impose upon the trade conference new rules and modifications of resolutions not agreed upon by the conference itself. It is charged that in one instance the commission rejected the conference resolution and adopted a new rule of its own and in other instances changed or modified resolutions.

Charging that the commission has exceeded its powers in adopting and attempting to impose upon the conference new rules of its own and modifications of resolutions adopted by the industry, the American Wholesale Grocers Association, in a bulletin to its membership, declares that "undoubtedly the commission can declare that specific instances of the use of certain methods of business are unfair competition

(*Continued on Page 16*)

P. A.?
You bet
it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

REYNOLDS TOBACCO MAKES NEW RECORD

THAT the R. J. Reynolds Tobacco Company is still the outstanding figure of the tobacco industry is testified to by its earnings report for 1928, showing record earnings for the eighth consecutive year and larger profits than ever before reported by any American tobacco company for the seventh year in succession. Its balance sheet, disclosing splendid liquid condition, is one of the strongest ever submitted to stockholders.

Despite a year of the most strenuous competition ever existing in the cigarette business, the manufacturer of "Camel" cigarettes reported net earnings of $30,172,563, equivalent to $7.54 a share on its 4,000,000 combined shares of $25 par common and Class B common stocks. This represented an increase of approximately 3¾% in net over the $29,080,665 reported for 1927, when $7.27 a share was shown on the combined common shares.

In addition to intense competition, R. J. Reynolds Tobacco, in common with the other important cigarette makers, received lower prices for its principal product. In the last week of April, 1928, prices of the popular blended cigarettes were reduced about 11.7 per cent., base price before trade discounts being cut to $6 a thousand from $6.40. In view of this situation, the record earnings reported are all the more noteworthy.

R. J. Reynolds is in remarkably liquid shape, holdings of cash and U. S. Treasury certificates amounting to $26,958,877, or almost three times total current liabilities of $9,539,823. Cash and Treasury certificate holdings at the end of 1928 compare with a total of $15,799,225 as of December 31, 1927.

Comparative table following shows net earnings, net working capital, inventories, cash and U. S. Treasury certificates, and profit and loss surplus at the end of each of the past four years:

	1928	1927	1926	1925
Net earn.	$ 30,172,563	$ 29,080,664	$ 26,249,403	$ 25,221,579
Net wk. cap. ..	126,236,230	124,467,286	115,915,593	105,999,434
Inventories ...	97,595,012	108,773,089	99,154,109	97,168,844
Cash & ctfs. ..	26,958,877	15,799,225	16,930,893	8,024,866
P. & L. sur. ..	44,869,338	40,696,744	50,203,797	39,154,393

—Wall Street Journal.

MISS EISENLOHR LEAVES $15,000 TO CHARITY

The will of Miss Marie Eisenlohr, who died on January 12th, following an illness of several weeks, was entered to probate on January 19th and place the value of her estate at $300,000.

Miss Eisenlohr was the only sister of Charles J. Eisenlohr, former president of Otto Eisenlohr & Bros., Incorporated.

The will bequeaths $10,000 to the First Reformed Church Fiftieth and Locust Streets, and $5000 to the German Protestant Home for the Aged. The will also creates two trust funds of $100,000 each, the income of which goes to a grandniece, Marie Eisenlohr, and a grandnephew, Otto E. Eisenlohr. When they become twenty-one years old each will receive the principal of the trusts.

WEBSTER-EISENLOHR STOCK ON EXCHANGE

Last week the new stock of Webster-Eisenlohr, Inc., was admitted to listing on the New York City Stock Exchange to the amount of $2,910,000 7 per cent. cumulative preferred and $12,335,150 common stock of $25 par value, thus completing the change in name of Otto Eisenlohr and Brothers, Incorporated, to Webster-Eisenlohr, Incorporated.

LORILLARD ANNOUNCES "OLD GOLD" SERIES

THE P. Lorillard Company has forwarded the following announcement to the trade in reference to the coming radio broadcasting series by Paul Whiteman and his orchestra broadcasting for "Old Gold":

"Old Gold is going on the air in company with America's most distinguished popular musician. On Tuesday, February 5th, at 9 P. M. Eastern standard time, homes throughout the land can tune in on any of a nation-wide network of forty-two stations and hear Paul Whiteman and the best-liked orchestra on earth. There will be dance music, plenty of jazz, and music of more serious beauty, too.

"P. Lorillard Company is at last able to offer the noted American conductor who hitherto has refused every inducement to enter upon a series of broadcasts. The announcement of Paul Whiteman every Tuesday night is the biggest free musical treat ever offered to the uncounted millions of American music-lovers. 'Old Gold' is going to have another sensational send-off, and the 'Old Gold' is going to keep right on being the radio sensation of the year."

T. M. A. FORMS NEW TRAFFIC COMMITTEE

Realizing that the recent activities of railroads and other transportation agencies may lead to readjustments of rates, classifications or regulations which should be closely watched and promptly looked after on behalf of the tobacco industry, Mr. George C. Lucas, Manager of the T. M. A. Traffic Bureau, has organized a General Traffic Committee consisting of the heads of the Traffic Departments of The American Tobacco Company, Bloch Bros. Tobacco Co., Larus & Bro. Co., Liggett & Myers Tobacco Co., P. Lorillard Co., R. J. Reynolds Tobacco Co., The American Snuff Co., Geo. W. Helme Co., United States Tobacco Co., Bayuk Cigars, Inc., Congress Cigar Co., Consolidated Cigar Corp., General Cigar Co., United Cigar Stores Co.

The trade is respectfully invited to submit suggestions relative to transportation problems, addressing all communications to Mr. Geo. C. Lucas, Manager, Traffic Department, Tobacco Merchants' Association of the United States, 341 Madison Avenue, New York City.

BROWN & WILLIAMSON MOVE OFFICES

The Brown & Williamson Tobacco Company has moved the entire personnel of their head sales office formerly located at Winston-Salem, N. C., to Louisville, Ky. The personnel consists of approximately fifty persons and it required two special trains to make the transfer of the force between the two points.

Decision to move the general offices of the Company to Louisville is in line with the proposal of the firm to establish here one of the largest tobacco plants in the world, officials of the organization explained.

AMERICAN CIGARETTES GAIN IN POPULARITY IN THE PHILIPPINES

According to report of George C. Howard, Trade Commissioner of the Department of Commerce, located at Manila, P. I., American cigarettes improved in popularity in 1928 in the Philippines, imports amounting to 760,000,000, or an increase of about 33 1-3 per cent.

Approximately 4,800,000 cigarettes were manufactured locally there during the year.

SUMATRA TARIFF CONFERENCE

(Continued from page 4)

dustry it must be developed to the largest possible extent.

"On a basis of the present annual imports of wrappers amounting to approximately 6,000,000 pounds," Mr. Dushkind said in his brief, "a reduction of sixty cents per pound in the duty would mean a loss of revenue to the Government of about $3,600,000 a year. But to offset this apparent loss," he continued, "we feel that with a reduction of sixty cents a pound, which would amount to about $1.20 on a thousand nickel cigars, thus making it possible to increase the popularity of the nickel cigar, it is more than likely that there will be added at least another 500,000,000 to the output of nickel cigars, and this would mean an additional requirement of 1,000,000 pounds of Sumatra, on which the import duties would amount to $1,500,000, and adding thereto an additional million dollars in internal revenue tax, the Government would receive about $2,500,000 from the increased business to offset the estimated loss of $3,500,000, while the American tobacco farmers would at the same time sell 17,500,000 pounds of additional binders and fillers.

"However, we assume that the main purpose of a tariff is not revenue, but to protect or stimulate home industries. The revenue is but a secondary consideration. In this particular case, it must be noted that the tobacco industry is now contributing $435,000,000 a year in internal revenue taxes, and import duties upon raw material, so that a loss to the Government of about $3,000,000 for the purpose of affording relief to an industry that pays such huge sums in taxes and duties must be regarded as insignificant."

The growers are dependent upon the manufacturers, and want anything that will help to increase the market for their tobacco and help to make it possible to maintain the present standard of prices, or possibly increase them slightly, it was declared by Emerson Ela of Madison, Wis., representing the Wisconsin Tobacco Growers' Association. For this reason, he said, his organization is behind the manufacturers in their plea for a duty of $1.50 per pound. Similar expressions were voiced by Leslie W. Newberry, of South Windsor, Conn., representing the Independent Tobacco Farmers of Connecticut and Massachusetts. "The manufacturer has spent millions in promoting a demand for the particular article he offers, and that the smoker calls for," it was declared in a brief filed for the organization. "Now the manufacturer maintains as a fact and we offer it as a fact because we believe it to be a fact, that these brands cannot be altered by a change in binder and wrapper contents, change in color, appearance and taste, without probable collapse of the public demand for them. Lower duties will tend to stimulate the cigar industry without injury to shade producers and with benefit to farmers and all other interests. We believe our conclusions against higher duties are so sound that we are justified in declaring: Stimulation of the shade industry by increase of duties will so depress the stalk industry in the Connecticut Valley that unless the farmers survive in other lines of agriculture, they will become tenants, foremen and hired men of the shade interests, and be detrimental to all business interests."

On the other hand, J. B. Stewart, of Windsor, Conn., representing the New England Tobacco Growers Association, asked for a rate of $4.62 per pound, declaring that the Connecticut Valley tobacco, while maybe not quite as good looking as Sumatra, makes a better quality cigar. The shade wrapper, he explained, goes on the high-priced cigars, and does not come in competition with the Sumatra wrapper or with the Cuban tobacco. However, it was declared in a brief filed with the committee, the $2.10 duty is not sufficient to protect against the importation of cigar wrapper tobacco from Sumatra and Java and a rate of $4.62 per pound unstemmed and $5.25 per pound stemmed was asked to give the Connecticut shade growers the same protection they had previous to 1914. A. T. Pattison, of Simsbury, Conn., also opposed a lower duty, as did Fred B. Griffin, of Hartford, Conn. "When we first started in the cigar business in the industry, it was started, of course, with New England tobaccos," Mr. Griffin declared. "New England, of course, was where we first grew tobacco, and they had cigar factories in every little town and hamlet when I was a boy. Later the imported tobacco came in and the great hue and cry has been that the cigar business has not increased. If that is true, if the Sumatra is of such value for wrapper, why didn't we have a great increase in the business, rather than to have it stand still as it has? We get better quality from our tobacco than the Sumatra tobacco." Ninety per cent. of the customers wouldn't know the difference between Sumatra, Florida and Connecticut Valley wrappers, he declared.

The York County Cigar Manufacturers' Association also asked for an increase in duty, to be not less than $4 per pound. T. E. Brooks, of York, Pa., representing the organization, told the committee that in 1928 600,000,000 of the total of 670,000,000 cigars manufactured by the members of his organization were five-cent cigars, this being about one-tenth of all the cigars made in the country and 20 per cent. of the five-cent cigars. Between 75 and 80 per cent. of the cigars are wrapped with Florida wrappers, he said, and from 5 to 10 per cent. are wrapped with Connecticut shade wrappers.

"We favor an advance in the tariff duty on imported tobacco to about $4 per pound," he told the committee. "This change in the tariff regulations which we recommend we believe to be in keeping with the American principle of a protective tariff, so overwhelmingly expressed by popular vote in recent months, with the desire of the American people to extend much needed help to our struggling agriculture, to encourage individual initiative and private independent enterprise, to uphold and protect the American standards of living, and in particular, with the means and efforts of the growers of domestic cigar wrapper leaf tobacco and a large percentage of independent cigar manufacturers, to save their respective private industries from gradual ruin and extinction.

"The growing importation of Sumatra and Java tobaccos, from the East Indian Islands, are steadily endangering the very existence of the cigar wrapper tobacco growing industry in this country. Indeed, if this foreign competition is permitted to continue unchecked our domestic growers will eventually be forced out of a business which has been their pride and mainstay of support for many years, and foreign syndicates and merchants again control the cigar-wrapper leaf market in this country at the expense of the American farmer."

As high a protective tariff for shade-grown tobacco, Florida and Georgia wrappers, "as it is pos-

(Continued on Page 17)

NEW WAITT & BOND FACTORY READY MAR. 1

THE new Waitt & Bond factory, at Sherman Avenue and Concord Street, Newark, N. J., is expected to be inoperation about March 1st, according to a recent announcement by the firm. The building and equipment will be absolutely modern and up to date in every particular and thoroughly in keeping with their quality product, "Blackstone" cigars.

The new factory is four stories high and covers a large area. Eighteen new fresh-work machines are being installed in the building together with a battery of foiling and banding machines and other necessary equipment so that production will not be interrupted during the process of moving the equipment from their old building.

A Carrier humidifier system is also being installed in the new building insuring exactly the right climatic conditions within the building regardless of the temperature or other conditions on the outside.

A bonded warehouse is also included in the new plant, and the entire manufacturing and leaf tobacco handling departments will be under one roof, as the several other factories and warehouses which are now in operation will be closed upon the completion of the new building.

TOBACCO INDUSTRIES OUTLOOK

According to recent bulletin issued by Chas. A. Dushkind, Managing Director of the Tobacco Merchants' Association, the tobacco industry as a whole has enjoyed a fair measure of our country's prosperity in the outgoing year.

It is true that disturbing factors due to competition were in evidence; but in the tobacco industry, like in every other industry, the rivalry of competitors only brings forth new ideas, new methods, increased efficiency, enlarged business and all around improvements.

And so, while the rule of the "Survival of the Fittest," must inevitably operate in the tobacco industry, as it unmistakably operates in every line of human endeavor, there is every reason to look for the fullest measure of continued prosperity for the tobacco industry as a whole and, let us hope, for each and every branch of it.

BROOKS & CO. BANQUET

On January 5th the firm of T. E. Brooks & Co., of Red Lion, Pa., were hosts at a banquet at the Walick House, of that town, at which their superintendents, assistants, and all office employees were guests.

The Brooks Company operates five factories in the vicinity of Red Lion and employs approximately eight hundred persons.

During the year 1928 the five factories manufactured approximately 65,000,000 cigars, and plans were outlined for increasing the production for 1929.

The leading brands of the firm are "Canadian Club" and "Havana Sweets," both nickel brands, which have a very wide distribution throughout the United States.

SANTAELLA RETURNS TO TAMPA

A. Santaella, of the "Optimo" factory of Tampa, has returned to the Tampa factory following a short visit to New York City. He was accompanied by Mrs. Santaella.

MURIEL
CIGARS
ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
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THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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LIGGETT & MYERS EARNINGS GAIN

REPORT of Liggett & Myers Tobacco Company shows $19,408,644 balance available for dividends for the year 1928, which is a gain of $665,249 over 1927.

The surplus for 1928, after provision for common and preferred dividends, amounted to $4,761,467.

The Board of Directors of the Liggett & Myers Company has declared a quarterly dividend of $1 on the common stock of the company, and an extra dividend of $1 each on the Common and Common B.

All the above dividends are payable March 1st to stockholders of record February 15th. A similar extra dividend was declared a year ago.

UNITED TO HANDLE RONSON LIGHTER

According to an announcement by Louis V. Aronson, president of Art Metal Works, Inc., of Newark, N. J., a ten-year contract has been negotiated with the United Cigar Stores Company, whereby the United will handle the Ronson Lighter and several other products of the Art Metal Works in their more than three thousand stores and agencies throughout the United States.

A. C. Allen, vice president of the United Cigar Stores Company, has been elected a director of the Art Metal Works, and also a member of the Executive Committee.

At a meeting of the Board of Directors and stockholders, held recently, an increase in the common stock from 150,000 to 500,000 was authorized, of which 225,000 are soon to be outstanding.

Mr. Aronson also announced that a dividend of sixty cents a share had been declared on the new common stock and that, based on present earnings, it would be the policy of the management to continue dividends at the rate of $2.40 a year.

Last year the earnings of the Company totaled $975,000 as compared with $365,885 for the previous year.

All the outstanding convertible preference stock has been called for redemption at $35 a share on May 1, 1929.

NICOTINE CONTENT OF ITALIAN TOBACCO

While there is reported to be a considerable variation in the nicotine content of different kinds of tobacco, depending on the leaf and the process of manufacture, the following data submitted by American Consul William Oscar Jones may be of interest as showing the percentage of nicotine in the most popular kinds of Italian manufactured tobacco:

	Nicotine Content Per Cent.
Cigars, mild:	
Grimaldi and Brasile brands	1.8
Dame	2.4
Branca	2.5
Cavour	2.1—2.4
Cigars, strong:	
Virginia	3.1
Sella	3.2
Toscani	3.5—3.8
Napoletani	4.5
Cigarettes:	
Macodonia	2.
Giubeck	2.4
Maryland	1.9
Nazionali	3.6
Indigeni	3.3
Snuff	2.

THE GENERAL BUSINESS PROSPECT

ACCORDING to a bulletin recently issued by the National Bank of Commerce in New York there is as least some measure of likeness between the present position of industry and that which existed two years ago at the beginning of 1927. The previous year, 1926, had been notable for an exceptionally large and well-sustained volume of productive activity. The new year opened under generally favoring circumstances, and production picked up rapidly during the early months, after the usual midwinter period of quiet. Nor did adverse changes affect the fundamentally favoring conditions underlying industry. The best explanation that has been given for the 1927 recession which followed is simply that producers and distributors had pushed their markets a little too fast and hard.

The current year likewise follows on a period of sustained high rates of operation in numerous lines of enterprise. Many new production records in manufacture, the improvement in profits, a good year for agriculture, the high level of employment and wages—these have laid the basis of an established condition of generall well-being and good demand. Soundness on the supply side, moreover, seems assured by the absence of inflation either in commodity stocks or in prices.

It is at such times that the danger arises of pushing prosperity too hard. For the first half of 1929, it is said, industrial operating schedules have been set at the highest levels ever considered feasible for an opening half-year. There is not as yet any tangible evidence that they have been put too high. That is a question that only experience can definitely answer.

Based on the very satisfactory experience of last year, the automotive industry is looking forward confidently to a greater demand and a large output this year than ever before. But the competitive situation within the industry is so patently severe that each producer must strive to market the greatest possible number of his units in the shortest possible time—before his prospective consumer has been won away by some other producer, or before anything may happen to alter the present favorable aspect of the market. With a large number of companies producing automobiles so uniformly excellent in their respective price classes—thus trade comment goes—the advantage in the 1929 market must be gained mainly through the aggressiveness and effectiveness of distributor and dealer organizations. Automobile producers, in short, intend to "sell" the volume of cars which is essential to profitable operations at current narrowed price margins.

The intensified competition which this portends, it may be noted in passing, is not simply between one and another make of automobile. It will also be felt by all the makers of innumerable other products, each one of whom hopes to secure his section of the consumer's dollar.

"LUCKY STRIKES" GAIN 9,000,000,000

Beginning with the February advertising of the American Tobacco Company, their "Lucky Strike" ads will contain the statement: "during 1928 'Lucky Strike' cigarettes showed a greater increase than all other cigarettes combined." This means sales of "Lucky Strike" cigarettes increased by nine billion or more. In 1928 total domestic cigarette production is estimated at more than one hundred six billions against more than ninety-seven billions in 1927.

CALENDAR YEAR CIGAR WITHDRAWALS SHOW LOSS OF 117,000,000

	Cal. Yr. 1927	Cal. Yr. 1928
Cigars—		
Class A—U. S.	3,175,157,870	3,310,354,160
P. R.	110,013,525	113,663,935
P. I.	172,028,190	186,322,155
Total	3,457,199,585	3,610,340,250
Class B—U. S.	747,484,603	639,722,197
P. R.	7,060,030	5,987,200
P. I.	3,113,426	3,397,845
Total	757,658,059	649,107,242
Class C—U. S.	2,465,317,040	2,330,821,600
P. R.	26,167,742	20,942,740
P. I.	1,319,947	1,657,922
Total	2,492,804,729	2,353,422,262
Class D—U. S.	150,321,472	143,140,838
P. R.	51,000	29,400
P. I.	10,623	11,226
Total	150,383,095	143,181,464
Class E—U. S.	33,091,835	29,628,879
P. R.	8,500	2,500
P. I.	1,678	8,062
Total	33,102,013	29,639,441
Total All Classes:		
U. S.	6,571,372,820	6,453,667,674
P. R.	143,300,797	140,625,775
P. I.	176,473,864	191,397,210
Grand Total	6,891,147,481	6,785,690,659
Little Cigars—		
U. S.	436,180,279	419,886,040
P. R.	8,050,280	7,500,000
P. I.	.....	.....
Total	444,230,559	427,386,040
Cigarettes—		
U. S.	97,176,607,484	105,915,965,014
P. R.	510,090	811,390
P. I.	2,172,435	2,483,876
Total	97,179,290,009	105,919,260,280
Large Cigarettes—		
U. S.	11,560,535	10,800,637
P. R.	4,852,850	5,010,400
P. I.	7,500	200
Total	16,420,885	15,811,237
Snuff (lbs.) All U. S.	40,154,792	40,655,395
Tobacco Manufactured, lbs.—		
U. S.	353,919,878	343,458,596
P. I.	697	744
Total	353,920,575	343,459,340

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

It took La Palina to develop a real "reason-why" idea for Cigar Advertising (in newspapers everywhere). And what's BEST for the largest selling high grade cigar in America is GOOD for the whole Industry.

Are you getting your share of the increased returns?

Soon it will be away "over a Million a Day."

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

DEISEL-WEMMER-SCHWARTZ MERGER

SUPPLEMENTING our announcement in our last issue of the consolidation of the Deisel-Wemmer Company, of Lima, Ohio, and the Bernard Schwartz Cigar Corporation, of Detroit, Mich., it has been announced that Henry G. Wemmer, is to be chairman of the board, and Sam T. Gilbert is to be president, and general manager of the consolidation.

It is also understood that stockholders in the Deisel-Wemmer Company and the Bernard Schwartz Corporation will receive one-fifth of the value of their holdings in cash and the remainder in preferred or common stock of the consolidated companies.

Mr. Wemmer was one of the organizers of the Deisel-Wemmer Company in 1891. He is one of the most active capable executives in the cigar manufacturing business.

Mr. Wemmer came to the United States in 1884 from Germany. He became associated with his uncle in the cigar manufacturing business in Delaware, and then went to Marion. From Marion he came to Lima to associate himself with Henry Deisel who had started the manufacture of cigars. The firm of Deisel-Wemmer was founded.

The business grew steadily and rapidly until the success of the company is now considered outstanding in the industry. The company operates two factories in Lima and five in neighboring cities.

Norman Schwartz, president of the Detroit company, and Stanley Rootes, auditor represented the Schwartz corporation with S. T. Gilbert.

Mr. Gilbert, chairman of the board of the Detroit corporation, has indicated that there will be no change in the management of Deisel-Wemmer plants.

The Schwartz corporation is one of the large manufacturers, selling as its principal brand the well known "R. G. Dun."

The combination of these two firms, officials of both companies say, will result in one of the greatest cigar manufacturing organizations in the United States, both from the standpoint of output and business, as well as capital stock.

News from Congress

(Continued from page 8)

but it does not seem that the commission has power under its constituent act to lay down a general rule for an industry or trade simply because it has come into conference with the commission. The effect would be to subject industry to a new form of regulatory power."

A large number of trade practice conferences have been held by various industries under the auspices of the commission, but it is feared that if the commission insists upon the adoption of rules it has sought to force upon the grocery industry other trades for which conferences are now being planned will refuse to co-operate, fearing that if they accept a conference they will have to subject themselves to whatever rules the commission might desire to enforce upon them. As the plan depends entirely upon the voluntary action of the trade, refusal of the commission to modify its attitude may bring to an abrupt conclusion the efforts which it is now making to have the various industries clean house for themselves.

CIGAR PRODUCTION SHOWS INCREASE FOR DECEMBER OF NINETEEN MILLION

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1928, and are issued by the Bureau. (Figures for December, 1928, are subject to revision until published in the annual report):

Products		—*December*— *1927*	*1928*
Cigars (large)			
Class A	No.	187,564,050	205,492,390
Class B	No.	40,990,507	43,557,033
Class C	No.	151,248,614	149,670,042
Class D	No.	10,045,681	10,585,257
Class E	No.	3,157,680	2,605,712
Total		393,006,532	411,910,434
Cigars (small)	No.	21,516,667	21,991,813
Cigarettes (large)	No.	650,189	687,782
Cigarettes (small)	No.	6,870,461,577	7,515,100,813
Snuff, man'f'd.	Lbs.	2,939,687	2,910,765
Tobacco, man'f'd.	Lbs.	23,745,561	22,458,233

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the December Statement of Internal Revenue Collections

Objects of taxation	*First six months 1928*	*Fiscal Year 1929*
Tobacco manufactures:		
Cigars	$12,899,023.32	$12,534,698.11
Cigarettes	150,394,672.33	166,399,662.77
Snuff	3,641,173.68	3,497,810.79
Tobacco, chewing and smoking	31,249,995.52	30,303,646.98

Tax-paid products from Porto Rico for the month of December.

Products		—*December*— *1927*	*1928*
Cigars (large)			
Class A	No.	10,292,175	6,541,800
Class B	No.	232,320	598,150
Class C	No.	3,129,472	2,477,250
Class D	No.	4,000	1,500
Class E	No.	2,500	.....
Total		13,660,467	9,618,700
Cigars (small)	No.	1,000,160	.....
Cigarettes (large)	No.	175,000	100,000
Cigarettes (small)	No.	21,740	2,000

Tax-paid products from the Philippine Islands for the month of December.

Products		—*December*— *1927*	*1928*
Cigars (large)			
Class A	No.	16,651,015	14,024,320
Class B	No.	235,133	225,463
Class C	No.	59,266	126,400
Class D	No.	.....	120
Class E	No.	100	81
Total		16,945,514	14,376,384
Cigarettes (small)	No.	9,940	442,970
Tobacco, man'f'd.	Lbs.	45	81

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

SUMATRA TARIFF CONFERENCE

(Continued from page 12)

sible for you to consistently recommend," was asked by Representative Tom A. Yon, of Florida. Other representatives of the southern tobacco growers also asked for the $4.62 duty. According to J. J. Love, Quincy, Fla., representing the growers' association of Florida and Georgia, however, the increased rate is necessary because the growers in his section can't raise anything else. "We tried every way in the world to get off shade tobacco," he said. "We have a filler industry associated with us. A sun-grown filler industry, but we tried every way in the world to get away from cigar leaf tobacco, and to get something else on which we could make money on our farms. We tried truck. We used our shade to grow shade-grown snap beans and to grow caggage and lettuce under shade, which naturally makes a very much more tender vegetable. We tried pimento peppers for canning. We tried cigarette tobacco, which is an entirely different type of tobacco, which you gentlemen probably know. We tried stock, cattle and hogs, and absolutely we could not make expenses on any of them. We have to make our living expenses growing wrapper tobacco or we have to abandon our occupation as farmers."

Return to the pre-war rate of $1.85 per pound was asked by Nathan I. Bijur, of New York, representing the National Cigar Leaf Tobacco Association. The cigar industry is at a standstill, he told the committee, and he believes that whatever reduction can be made in the present wrapper duty will enable the manufacturer to pay that additional amount to the producer of the domestic filler and binder tobacco. His plea was backed up by Cyrus H. Good, of Manheim, Pa., representing the Lancaster County Tobacco Growers' Association, who declared that "unless we cooperate with the manufacturer, in order that he may be able to put a fair product on the market, a product that is more satisfactory to the consumer, that has a good aroma and a splendid flavor, it means a decrease in his output and a lessening of the price of our output."

Even the National Fertilizer Association had something to say about the tobacco tax, Henry C. Butcher, its Washington representative, urging a high duty, on the ground that the fertilizer and tobacco industries are closely allied, the use of fertilizer on tobacco acreage in 1928 aggregating 649,510 tons. Mr. Butcher declared himself unable to understand why American farmers should be asking for a decrease on wrapper tobacco and that he saw more merit in the contention of the growers who are asking for an increase.

A reduction of ten cents per pound in the tariff on filler tobacco was asked by Mark A. Pollack, representing the American Chamber of Commerce of Cuba and the Association of Leaf Tobacco Dealers and Growers of Cuba, who declared that the decrease would result in better cigars, larger production and more employment in this country. Answering questions by the members of the committee, Mr. Pollack declared that Cuban manufacturers do not seem to take a great deal of interest in the proposal to remove the restrictions on the importation of cigars but that "nearly all of them seem to be rather passive in the matter."

A reduction of twenty-five cents per pound in the duty on Sumatra wrappers was urged by I. M. Ornburn, Washington representative of the Cigar Makers' International Union, who pointed out that the employment of the membership of his organization was dependent upon the prosperity of the manufacturers and anything which affected the manufacture of cigars adversely affected the workers.

LINZ.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

SALESMEN WANTED WHO ARE CATERING TO THE RETAIL TOBACCO TRADE, to sell a side line on commission basis. Samples furnished. Royal Smoking Stand Corp., 615 Albany Street, Boston, Mass.

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CLIQUOT CLUB:—45,393. For cigars, cigarettes and tobacco. April 30, 1928. Harry Blum, New York, N. Y.

ROOSEVELT HALL:—45,394. For cigars, cigarettes and tobacco. January 24, 1929. Sidney J. Freeman & Sons, Inc., New York, N. Y.

MITZI:—45,402. For all tobacco products. November 5, 1928. Stein Cigar Manufacturing Co., Philadelphia, Pa.

WILLIAM COLEMAN:—45,385. For all tobacco products. January 14, 1929. George Schlegel, Inc., New York, N. Y.

GISRIEL'S 2013:—45,386. For cigars. January 16, 1929. Mrs. Eva M. Gisriel, Baltimore, Md.

RED WAY:—45,387. For all tobacco products. January 9, 1929. Sherman Cigar Co., York, Pa.

YELLOW WAY:—45,388. For all tobacco products. January 9, 1927. Sherman Cigar Co., York, Pa.

NATIONAL SHRINERS:—45,389. For all tobacco products. January 9, 1929. Sherman Cigar Co., York, Pa.

CORRECTED PUBLICATIONS

PITTSBURG BANK:—45,364. For cigars. Registered December 7, 1928. Hudson Cigar Co., Bealsville, Ohio.

PRUNELLA:—45,332. For all tobacco products. Registered October 15, 1928, by Prunella Cigar Co., Chicago, Ill.

TRANSFERS

LA PLAZA:—20,969 (Tobacco Leaf). For cigars. Registered April 17, 1901, by Equitable Cigar Co., New York, N. Y. (who had acquired same by a transfer from the Havana American Co., New York, N. Y.). Through mesne transfers acquired by D. M. Frank & Co., New York, N. Y., and re-transferred to E. Kleiner & Co., Inc., New York, N. Y., November 6, 1925.

LA PLAZA DE HABANA:—14,094 (U. S. Tobacco Journal). For cigars. Registered February 16, 1892, by E. Steffens Litho. Co., New York, N. Y. Through mesne transfers acquired by D. M. Frank & Co., New York, N. Y., and re-transferred to E. Kleiner & Co, Inc., New York, N. Y., November 6, 1925.

100% A. E. F. 100%:—41,199 (T. M. A.). For cigars, cigarettes and tobacco. Registered June 13, 1919, by Fred H. Moffatt, Rockford, Ill. Transferred to George L. Gaskell, Alhambra, Calif., January 4, 1929.

HONEST GEORGE:—13,780 (Tobacco World). For cigars. Registered September 8, 1902, by H. S. Souder, Souderton, Pa. Transferred to F. M. Meads, Windsor, Pa., and re-transferred to Herbert L. Smith, Windsor, Pa., April 4, 1928.

MISS HALE:—22,795 (Tobacco Leaf). For cigars, cheroots and stogies. Registered February 15, 1902, by Harkert & Rhodes, Davenport, Iowa. Transferred by The Harkert Cigar Co., successors to the original registrants to Prunella Cigar Co., Chicago, Ill., January 10, 1929.

FERDINAND MAGELLAN:—133,255 (Patent Office). For cigars. Registered July 20, 1920, by The Harkert Cigar Co., Davenport, Iowa. Transferred to Prunella Cigar Co., Chicago, Ill., January 10, 1929.

MONUMENT SQUARE:—10,827 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered September 19, 1895, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

UNCLE WILLIE:—10,861 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered September 26, 1895, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

CLIFTON PARK:—10,039 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered March 29, 1895, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer-Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

LOMBARD:—8,285 (Tobacco Leaf). For cigars and cheroots. Registered March 22, 1894, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

L. & L.:—29,995 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered July 12, 1905, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

H. C. P.:—8,295 (Tobacco Leaf). For cigars and cheroots. Registered March 26, 1894, by H. C. Pfaff, Baltimore, Md. Transferred to George Schafer Cigar Co., Baltimore, Md., and re-transferred to The George Schafer-H. C. Pfaff Cigar Co., Baltimore, Md., January 15, 1929.

MIZZI:—19,617 (U. S. Tobacco Journal). For cigars. Registered December 13, 1897, by L. E. Neuman & Co., New York, N. Y. Transferred to the Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to the Stein Cigar Manufacturing Co., Philadelphia, Pa., January 19, 1929.

CORNCOB PIPE PIONEER DIES

ANTON A. TIBBE, father of the modern corncob pipe, and the man who put Washington, Mo., on the map as capital of the "Missouri Meerschaum" industry, died at a sanitorium in Oakland, Cal., on January 16th.

Mr. Tibbe's father, Henry Tibbe, a woodworker, hit on the value of corncob pipes a half century or more ago while accommodating a neighbor who asked him to bore out an extra large cob with his lathe and fashion him a pipe. The elder Tibbe realized the value of the pipe as a novelty and immediately started manufacturing corncob pipes on a small scale, but it remained for his son to put the business over in a big way.

Nearly 20,000 acres of Franklin County, Mo., land are now devoted to raising the peculiarly large cobs essential to the industry, and several million cob pipes are now manufactured annually at Washington, Mo., where several factories do a flourishing business.

Mr. Tibbe was seventy years old at the time of his death.

INDIANA MAY TAX CIGARETTES

The State Budget Committee of Indiana has a plan submitted by Dr. Lionel D. Edie of the University of Chicago, whereby cigarettes may be taxed to augment State revenue.

However, except that the plan resembles similar tax efforts in other States, the committee has disclosed no details.

Dr. Edie was formerly a director of the Bureau of Business Research of the Indiana University School of Commerce and Finance, and when placing his plan before the Budget Committee he was supported by Prof. George Starr, his successor at the university.

The committee has promised Dr. Edie serious consideration of his plan.

PINNEY RESIGNS FROM UNION CO.

Henry J. Pinney, acting president of the Union Tobacco Company, has resigned from that firm effective February 1st, and will return to his own business affairs.

Mr. Pinney was chosen to be acting president of the Union Tobacco Company a short time ago because of his outstanding ability in organization work, but as the work for which he was chosen has been completed satisfactorily, and Mr. Pinney was desirous of returning to his own distributing business in the New England States, his resignation was accepted by the board with sincere regret.

LIBRARY RECEIVED FEB 21 1929 U. S. Department of Agriculture.

FEBRUARY 15, 1929

VOLUME 49 No. 4

THE TOBACCO WORLD

A perfect climate for growing choice tobacco

In all the lands where tobacco is grown, none is so richly endowed by Nature for this purpose as Porto Rico.

Moisture laden and cooling trade winds sweep over her mountains, bringing to the interior valleys gentle showers. A rich, wonderfully fertile soil, free from bitter chlorines, produces a free-burning leaf which cannot be equalled elsewhere for mildness and smooth fragrance.

These natural qualities have been fully developed under scientific supervision of the Departments of Agriculture of both Porto Rico and the United States. They have created a demand for Porto Rican tobacco that has made it one of the Island's leading exports.

More and more manufacturers in the States are using Porto Rican tobacco either as a straight filler or as a blend, and are building a most profitable business.

PORTO RICAN TOBACCO

Inevitable to a Good Mild Cigar - Moderately Priced

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Cigar Smokers Are Careful Buyers

The color, finish, size and shape of the cigars they select are subjected to close scrutiny, before the purchase is made.

Cigars in Wooden Boxes can be seen at a glance---the whole cigar, not just one end. They invite purchase. Wooden Boxes display best. They do most to enhance the cigars' fragrance and richness of flavor and preserve them in fine condition. It is good business to pack your cigars in Wooden Boxes.

After all nothing satisfies like a good cigar

The best cigars are packed in WOODEN BOXES

Cigars are tobacco in its most social, enjoyable form---a slow-burning, cool smoke ---no smoldering---no throat irritation.

Volume 49 — Number 4

THE TOBACCO WORLD

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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FINAL PLANS OF DEISEL-WEMMER GILBERT CORPORATION WORKED OUT

FINAL details of the consolidation of the Deisel-Wemmer Company and the Bernard Schwartz Cigar Corporation were worked out on February 4 at a meeting held in Detroit, Mich.

The Board of Directors organized by naming S. T. Gilbert, president and general manager H. G. Wemmer, chairman of the Board; Norman Schwartz, first vice-president; William P. Deisel, second vice-president, and Theodore Schwartz, treasurer. The above named officers and Sheldon Noble, Detroit banker, and Mr. Gross, Detroit business man, form the Board of Directors.

Stanley H. Rootes, Detroit, was named secretary, and A. E. Wemmer, assistant secretary.

H. G. Wemmer was also elected to the chairmanship of the Board of the Schwartz corporation, and William P. Deisel was elected a director of the same corporation.

General offices of the new concern to be known as the Deisel-Wemmer-Gilbert Corporation, will be located in Detroit, but Mr. Wemmer and the other Lima officers will remain in Lima.

The deal involves approximately $10,000,000 and includes the seven factories of the Deisel-Wemmer Company.

Henry G. Wemmer announced that there will be no change in the policy of the company and said that a greater volume of business is anticipated, which will mean increased employment throughout the chain of factories, which at present employ approximately 3000 people.

Common stock of the new corporation was listed on the Detroit exchange at 34. Bankers had fixed the price at $25.

The new corporation has $2,000,000 in preferred stock and 275,000 shares of no par common authorized. Of this amount, however, only 151,500 shares have been issued, the rest remaining in the treasury to be exchanged as desired for common stock of the Schwartz corporation, which has been selling at about $29.00.

The Deisel-Wemmer Company has manufactured "El Verso," "San Felice" and "American Stag" cigars for a number of years. The "San Felice" and "El Verso" being nationally known brands.

The Schwartz corporation manufactures the "R. G. Dun" and has a new five cent cigar ready for the market to be known as the "Bradstreet."

The combined output of the two organizations last year was approximately 225,000,000 cigars, of which the Deisel-Wemmer Company produced approximately 165,000,000.

CO-OPERATIVE CIGAR ADVERTISING CAMPAIGN GAINING SUPPORT

S. H. LEBENSBURGER, who is working in conjunction with the Lawrence Fertig Company, advertising and sales promotion agency, of New York City, in an effort to interest the cigar manufacturers of the country in a co-operative advertising campaign, which it is believed will materially increase the cigar consumption in this country, was a recent visitor in Philadelphia and stated that several prominent manufacturers have signified their intention of supporting such a campaign.

A very complete prospectus has been prepared and forwarded to twenty of the leading cigar manufacturers for their consideration and it is believed that the plan will be given a trial in a limited territory in a short time.

The prospectus sets forth the following statistics and plans:

"Cigar production (including little cigars) today is actually lower than it was ten years ago.

"Starting in 1914 with a total production of 8,248,891,047, the output shows a high point of 8,729,980,895 in 1920, a low point of 6,910,282,278 in 1925—a gradual increase to 7,007,553,099 in 1927, with a decrease in 1928.

"In eight years production has dropped approximately 1,725,000,000.

"The opinion of some tobacco authorities is that cigar production will continue to taper off until it strikes around the five billion figure at which, for some unexplained reason, it is expected to remain stationary.

"Cigarette production has, during the same period, shown an increase of approximately 500 per cent.

Need for Immediate Action

"1. Cigarette smoking is increasing by leaps and bounds, at the expense of the cigar industry.

"2. Prices of tobacco leaf are soaring.

"3. Tobacco crops are becoming smaller.

"4. There are few more small manufacturers whose volume can be absorbed by the large producer.

"5. Under present conditions, cigar manufacturers have no source for added profits unless they enter into cut-throat competition among themselves.

"Increased profits, to the industry as a whole and to the companies who make up the industry, can only come from an extended market.

Production of Cigar Leaf

"Current conditions in the production of cigar leaf are another disturbing factor. Warehouse stocks today are lower than at any recent time.

"The 1927 output of all types of cigar leaf amounted to 136,279,000 pounds, to supply an estimated consumption of over 200,000,000 pounds. In 1926 consump-

(*Continued on Page 16*)

T. M. A. WARNS OF TARIFF RISE

THE Tobacco Merchants Association has sent the following bulletin to the trade warning them that it is possible that the duty on Sumatra cigar wrappers may go to $4.62 per pound, which would no doubt cause a corresponding advance of prices for shade-grown wrappers, and urges concerted action to avert such a calamitous situation:

The Ways and Means Committee has been holding public hearings on a General Tariff Revision since January 7th and on January 23d, when the Tobacco Schedule was on for a hearing, leading cigar manufacturers appeared and petitioned for a reduction of the tariff on imported Sumatra from $2.10 per pound to $1.50 for unstemmed and from $2.75 to $2.15 for stemmed wrappers. The T. M. A. submitted a Memorial praying for a like reduction as a means of stimulating the nickel cigar business which is unmistakably the backbone of the cigar industry. The basis of our appeal being fully set forth in the excerpts reprinted in the following pages.

Tobacco growers from Wisconsin, Pennsylvania, Ohio and also a delegation of stalk growers from Connecticut—not connected with the New England Tobacco Growers' Association—as well as leaf tobacco packers were present and earnestly pleaded for a reduction as a real need for the preservation and further development of the Sumatra-wrapped nickel cigar market.

It was, of course, to be expected that the shade growers would oppose, as they always opposed, although without real justification, any reduction of the wrapper tariff. But to our profound amazement, they urged an increase of the present duty from $2.10 per pound unstemmed and $2.75 per pound stemmed, to $4.62 for the former and $5.25 for the latter. And in this they were supported by the York County Cigar Manufacturers Association, though with a more modest request for a raise to only $4 per pound and $4.65 per pound respectively.

What such an increase in the tariff on Sumatra wrapper would mean to the cigar business in general and to the nickel cigars in particular, need hardly be emphasized. We know how difficult it is to produce a desirable long filler and Sumatra-wrapped nickel cigar under the present duty of $2.10 per pound, while the proposed increase would mean an additional cost of $5 per thousand, making the use of Sumatra prohibitive.

Shade growers, or shade users may or may not look with indifference at the situation—in fact the York County shade users, as already stated, have asked for an increase, hence we cannot too strongly emphasize the seriousness of the situation as affecting even the shade users, for no shade user can fail to realize that an increase in the duty on Sumatra, such as is proposed, would be followed by a corresponding increase in the prace for shade grown. There can be no mistake about it.

We cannot believe that the demand for an increase in the tariff on wrappers is really sincere. We cannot believe that even shade growers, or shade users, can fail to realize that a change in the make-up or blend of the popular brands of nickel cigars, which would be inevitable if their demand should be granted, would at once destroy the great bulk of the nickel cigar business and reduce the cigar industry to a mere skeleton.

We cannot believe that any one can fail to see the common logic of the thing that the downfall of the nickel cigar business would pull the Class C Cigars with

(Continued on Page 14)

LIGGETT & MYERS IN FAVORABLE POSITION

THE recent action of the Board of Directors of the Liggett & Myers Tobacco Company in declaring an extra dividend of $1 on the common stock of the company would seem to indicate that the company is in a particularly favorable position financially, which is really the case, as shown by the following statement of the income account for 1928, and the 1927 account being given also for comparison.

The Liggett & Myers Tobacco Company manufactures the "Chesterfield" brand of cigarettes which is one of the four largest selling brands of popular cigarettes.

The Income Account is as follows:

	1928	1927
Net prof.	$21,125,560	$20,467,456
Prem. on bonds	30,024	.....
Bond int.	1,686,892	1,724.061
Net income	$21,095,536	$18,743,395
Pfd. divs.	1,575,987	1,575,987
Com. Divs.	13,071,190	10,041,050
Surplus	$4,761,467	$7,126,358
Prev. surplus	49,003,175	47,818,268
Total surplus	$53,764,642	$54,944,626
Stock divs.	.....	5,941,450
P. & L. surpl.	$53,764,642	$49,003,176

The general balance sheet as of December 31, 1928, showed current assets of $128,337,002, compared with $122,808,258 as of December 31, 1927, and current liabilities $8,185,518 against $15,578,555, leaving net working capital of $120,151,484 against $107,229,703.

	1928	1927
Assets—		
Real est. & Mch., etc.	$21,443,757	$21,410,725
Tob. & suppls.	92,851,710	95,893,891
Brands & goodwill	40,709,711	40,709,711
Stock sub. cos.	492,584	492,584
Acct. rec., etc.	10,808,718	11,031,534
Sects.	4,476,164	4,476,164
Cash	19,707,827	15,390,249
Total	$190,490,471	$189,404,858
Liabilities—		
Com. stk.	$21,496,400	$21,496,400
Class B stk.	43,859,550	43,859,550
Pfd. stk	22,514,100	22,514,100
Fund. debt.	28,431,200	28,551,200
Accrd. bond int.	547,745	549,845
Pfd. divs. pay.	393,996	393,996
Deprecn. res.	9,087,689	8,401,878
Tax. & spec. res.	3,151,371	3,764,045
Accts. pay.	2,243,777	*10,870,668
Bills pay.	5,000,000	.....
P. & L. surpl.	53,764,642	49,003,175
Total	$190,490,471	$189,404,858

* Includes bills payable.

WIX BROTHERS START IN BUSINESS

A. and M. Wix, formerly of the firm of J. Wix & Sons, Limited, London, Eng., have severed their connections with that firm and have purchased the business of Peter Jackson, at 161 Rosebery Avenue, London, and are manufacturing cigarettes.

A TRIUMPH IN SCRAP BUNCH MACHINES

Improved!

With Two Important Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

The MODEL L UNIVERSAL Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine).
With individual, direct-connected, motor-driven Suction Fan, $75. extra.
Prices F. O. B. Factory, Newark, N. J., U. S. A.

LABOR, STOCK & MONEY - SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Write for Illustrated Price Folder and complete Model L information

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

PHILA. HAND MADE LEADS BOWLERS

THE Bayuk Philadelphia Hand Made team is sweeping on to the pennant in the second half of the Cigar Industry Bowling League, on the Recreation Alleys, at Tenth and Market Streets.

The Philadelphia Hand Mades suffered the loss of one point to the El Producto team during the games played on January 29th, and this was only the second point dropped by the league leaders during the second half.

Cinco, Havana Ribbon, and Dutch Master teams captured all four points from Creamer, Frings' Three Brothers, and Harvester.

Watson, star of the Dutch Master team, was high three man with a score of 595. His best single game was 208, but this was beaten by Dougherty of the Cinco team with 213, and Montieth of Frings Three Brothers' team with a score of 212.

Other good scores were: Gregg, 202; Johanson, 206; E. W. Hirst, 202, and Wagner, 200.

KING COMPANY TO MOVE

The Louis King Cigar Company, now located at 9 Bank Street, has taken a long term lease on the old factory building at 235 South Third Street, formerly occupied by the Allen R. Cressman Cigar Company. After extensive alterations and the installation of thoroughly modern equipment the King Cigar Company will move to their new location. The King Cigar Company manufactures the "King Perfecto" cigar, which has a very wide sale in the New England states.

CONGRESS CIGAR EARNINGS

Final figures reported for the Congress Cigar Company show the balance available for dividends and surplus for 1928 is $2,984,605, a gain of $229,826 over the year 1927.

Estimated figures published last month placed the net earnings for the year at $2,893,828.

CITY HALL ANNEX CIGAR STAND

Jacob Harris and Harry N. Harris, of 254 N. 16th Street, have filed certificates of registration, trading as City Hall Annex Cigar Stand, at Juniper and Filbert Streets.

MANNIE PEREZ A VISITOR

MANUEL PEREZ, better known to the trade as "Mannie," of Marcelino Perez and Company, Tampa manufacturers of clear Havana cigars, was a recent visitor here, calling on the trade in the interest of his brands: "Tuval," "Count Ponchartrain," "Redencion," etc. Mannie's brands enjoy a splendid sale in the high grade cigar stands and clubs here, and he departed with a goodly supply of orders as usual.

ALLELY SELLS "TAREYTONS"

Tom Allely, representative of the Union Tobacco Company for Philadelphia and surrounding territory, is one of the best known and best liked salesmen in this part of the country, by both the jobber and the retailer.

If you don't believe it, try asking some of them some time. Last week Tom gathered up his order book and sauntered out of his office and after visiting among the trade a short time he returned to the office with orders for more than a million "Herbert Tareyton" cigarettes. Who else could do it at the present time, and under present conditions?

BRITISH-AMERICAN DIRECTORS ARRIVE

Sir Hugo Cunliffe Owen, chairman of the Board of Directors of the British-American Tobaco Company, arrived last week in New York City, accompanied by M. L. Wishaw, who is also a member of the Board.

The Brown and Williamson Tobacco Company, of Winston-Salem, N. C., which is controlled by the British-American Company, is putting on a very aggressive campaign in New York City and surrounding territory on their new "Sir Walter Raleigh" smoking tobacco and cigarettes.

PALEYS RETURN FROM SOUTH

Sam and Jake Paley, of the Congress Cigar Company, who, with their families, have been spending some time at Miami, Fla., have returned to headquarters at Third and Spruce Streets.

BAYUK EARNINGS DECREASE

Bayuk Cigars, Incorporated, report net income, after provision for Federal income taxes, for the year 1928 of $1,259,886; a decrease of $113,078 from earnings for 1927.

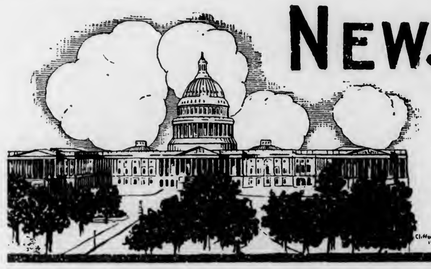
H A V E A C A M E L

Camels, of course

The more you demand of a cigarette, the quicker you come to

CAMELS

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LEGISLATION dealing with the maintenance of resale prices, as contemplated by the so-called Capper-Kelly bills now pending in Congress, will be held up until the Federal Trade Commission has submitted a full report on its investigation of the entire subject of price maintenance, undertaken nearly two years ago.

The Trade Commission some days ago submitted to Congress a preliminary statement, outlining some of the facts which have been disclosed by its studies, but pointing out that it refrained from drawing any conclusions until in possession of more comprehensive data. It is expected that the commission will not render its final report until the next regular session, so that there is no chance for enactment of this legislation prior to the adjournment of Congress on March 4.

The commission's report on resale price maintenance showed that consumers are large against the maintenance of resale prices, while retailers, except chain and department stores, as well as the manufacturers, particularly those making trade-marked goods, and wholesalers, are strongly in favor of it.

"The power to fix resale prices means the power to control the prices of goods that are no longer owned," it is pointed out by the commission in its preliminary report. "Such restriction of trade may have a specific and well defined purpose and might be allowed by appropriate changes in the law if found to be in the public interest, as has been done in some foreign countries where the legal conception of public interest differs from that now prevailing in the United States. In this country the control of the price at which a manufactured product is sold to the ultimate consumer can often, however, be completely effected under present law; (1) through establishing retail outlets that are owned and operated as manufacturers' branch establishments; (2) through placing goods in the hands of independent retailers for sale on consignment; or, (3) through some other device utilizing the agency type of contractual relation. But in many lines of business these methods are not regarded as practical.

"Under these methods of price-control just mentioned the manufacturer continues to be the owner of the goods and has the responsibilities of ownership, which naturally includes the power to fix the ultimate selling price. There are evident advantages to consumers where this is the situation, because responsibility for the condition and quality of the goods, and for auxiliary service in connection with their use, is definite and is presumably placed upon a concern which has generally greater financial means and technical ability and one to which 'good will' in the literal sense of the term, is an especially important and permanent asset. There may be disadvantages to consumers if the manufacturer is unable to secure adequate distribution, assuming the products are of superior quality or have value in stimulating competition.

"What the indepenednt retailer opposes especially is persistent price cutting on trade-marked and branded articles by chain stores and department stores and other competitors merely for the purpose of attracting customers. In certain respects, this practice is quite generally regarded as objectionable.

"But, it is alleged by opponents of resale price maintenance, the mere taking of less than the usual gross margin between purchase price and selling price, still less the mere selling of an article at a price lower than that indicated by the manufacturer does not necessarily constitute an evil. To have the manufacturer, fix the retailer's selling price would, if effective, presumably end the evils of reckless or unjustifiable cutting, but its opponents allege that it would bring other evils in its train. It is suggested, on the other hand, that objectionable practices of price cutting can be dealt with as an unfair method of competition, without giving to the manufacturer the power to fix the resale prices of his products.

"Under resale price maintenance the margin allowed to the retailer would still be a competitive matter to a large extent, but a matter of competition, obviously, among manufacturers and not among dealers. Thus dealer price competition would largely be eliminated; that is, the dealers would have nothing to say regarding the margin taken for handling price-maintained goods, but would act in this matter substantially as agents of the manufacturer. In such a position, it is alleged, they should be protected, eventually, especially through the right of returning unsold stocks at purchase cost and in the matter of equal treatment of dealers as to margins.

"The fixing of resale prices by an individual manufacturer does not amount to concerted and general price fixing by manufacturers, though this is feared by some, but it necessarily restricts the scope of dealer competition. It is claimed, therefore, that the interest of the consuming public would also need some safeguard with respect to such prices. This general point of view finds frequent expression in answers to the questionnaires discussed in this report.

"This subject of resale price maintenance can be viewed in its true light only as a part of a much larger situation; that is, in relation to efficiency and economy in the whole scheme of distribution. The cost of distribution—the margin between producer and consumer—is, at present, alleged to be unduly wide, especially on staple articles. This proposition is not exact or

(*Continued on Page 12*)

"I light a Lucky and go light on the sweets

That's how I keep in good shape and always feel peppy."

Al Jolson

Al Jolson,
Famous comedian
and star of song.

Reach for a Lucky instead of a sweet.

Al Jolson,
as he appears in Warner Bros. Vitaphone success, "The Singing Fool."

Something sensible. "Better to light a Lucky whenever you crave fattening sweets." It brings to men the health and vigor that come with avoiding overweight. To women it offers a slender, fashionable figure.

20,679 physicians have stated that Lucky Strike is less irritating to the throat than other cigarettes. Very likely this is due to toasting which removes impurities. This same process, toasting, improves and develops the flavor of the world's finest tobaccos. This means that there is a flavor in Luckies which is a delightful alternative for the things that make you fat. That's why "It's Toasted" is your assurance that there's real health in Luckies—*they're good for you!*

Keep fit—reach for a Lucky instead of a fattening sweet. That's what many men have been doing for years. They know the evidence of prominent athletes whose favorite cigarette is Lucky Strike and who say Luckies steady their nerves and do not impair their physical condition.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers

LUNCHEON GIVEN GENERAL McINTYRE

THE Philippine-American Chamber of Commerce gave a luncheon Thursday, January 31, at the Bankers' Club, New York, to General Frank McIntyre, Trade Commissioner of the Philippine Islands. The representative of the leading banking and commercial houses engaged in the Philippine trade were present. Speeches were made by John M. Switzer, Vicente Villamin, Nicholas Roosevelt, of the editorial staff of the New York Times, Dr. H. Parker Willis, editor of the Journal of Commerce, and General McIntyre. Charles D. Orth, president of the Philippine-American Chamber of Commerce, presided.

Reference was made to an attempt to restrict the importation of Philippine products into the United States. General McIntyre stated that only recently President Coolidge had written letters to Porto Rico and the Philippines in reference to the veto of Plebiscite Bills, and in these letters he recounted what the United States had done to keep their solemn pledges to the people of insular possessions. General McIntyre added that if the movement to restrict or to disrupt present trade relations was carried through, the President's letters could be blue penciled until little of the argument remained.

Expressions of good will and promises of hearty co-operation with the new Philippine Trade Commissioner were voiced by all the speakers.

WAITT & BOND EARNINGS INCREASE

Waitt & Bond, Incorporated, manufacturers of the "Blackstone," report net income for 1928 of $696,912 after charges for interest, Federal taxes and employes' bonuses. This is a gain of $91,138 over 1927, and is eqivalent, after Class A dividend, to $2.48 a share on the 200,000 no par class B stock outstanding.

Current rumors in Wall Street are to the effect that the dividend on the Class B stock will be increased from the present rate of $1.20 a share to $1.60. Officials of the company, however, refuse to comment on the rumor.

The balance sheet of the company, as of December 31, last, shows a ratio of current assets to current liabilities of better than six to one compared with a ratio at the end of 1927 of 4.4 to 1. Debenture bonds were decreased, during the year, from $640,000 to $394,000, and notes and acceptances payable were reduced from $450,000 to $175,000. Plans are in contemplation for the retirement on July 1, 1929, of the $394,000 debentures outstanding, and the issuance in lieu thereof of $250,000 five and one-half per cent. notes, maturing $50,000 annually over the next five years.

MORE CIGARMAKERS FOR GENERAL CIGAR PLANT IN BETHLEHEM

R. R. Binder, manager of the General Cigar Company's branch factory at Fillmore and Evans Streets, Bethlehem, Pa., has announced that the force of employees of the plant will be increased by about one-third of the present number, or more.

The number of employees at the factory at the present time is approximately five hundred, but it is believed probably two hundred fifty new persons may be added to the payroll.

A. T. COMPANY DIVIDENDS

Directors of the American Tobacco Company have declared regular quarterly dividends of $2 each on the common and "B" stocks of the Company, payable March 1 to stockholders of record February 9.

MONMOUTH, ILL., BANS CIGARETTE MACHINES

FORESTALLING a threatened attempt to handle cigarettes in Monmouth, Ill., through vending machines, and thus have them available in every store, the city council has passed an ordinance declaring that method of merchandising to be illegal and providing a stiff penalty for violations.

Adopted without comment or discussion, and by a unanimous vote, the ordinance simply means that cigarette smokers will have to continue to visit their favorite tobacconist to buy a package of cigarettes, which can only be sold in licensed establishments; and licenses are becoming difficult to obtain.

A general feeling seems to prevail among the members of council that cigarettes should not be made available so that any school child could buy them, through a vending machine, and this is believed to be responsible for their action in banning the machines.

Some months ago the council denied petitions to various stores, other than cigar stores, for the right to sell cigarettes in order to keep their sale and distribution well in hand. The use of vending machines for the sale of cigarettes is being promoted by a new organization which has been setting up its machines in many cities and it was recently learned that an attempt was to be made to install them in Monmouth. The action was taken by the Council in order to forestall the movement.

LANCASTER CROP VALUED AT $6,481,870

According to figures made public by the State Department of Agriculture, Lancaster County's 1928 tobacco crop is valued at $6,481,870.

Approximately 93 per cent. of all tobacco grown in Pennsylvania this year was produced in Lancaster County. The State produced 3,340,000 pounds of tobacco more in 1928 than in 1927, but 3000 additional acres were required because the yield was twenty pounds less per acre than for the previous year.

The figures reveal that Lancaster County last year raised its best paying tobacco crop since 1923. In that year the crop brought $8,000,000. Since that time the crop has ranged in value between $4,000,000 and $6,000,000.

The total crop in the State was 49,580,000 pounds, valued at $6,941,000. York County holds second place with a production of 1,206,000 pounds valued at $152,660. Ten other counties in the State raised a portion of the total.

LORILLARD EARNINGS DECREASE

Net income of the P. Lorillard Company, available for dividends for the year 1928, amounted to $1,817,428, a decrease of $673,358 from 1927.

Sales of "Old Gold" cigarettes increased $22,000,000 in 1928, or more than 300 per cent. The "Old Gold" brand of cigarettes is only two years old, and this increase is said to be the greatest growth in all cigarette history.

WASSERMAN RETURNS FROM TAMPA

Sam Wasserman and Phil Wit, of B. Wasserman Company, 83 Chambers Street, New York City, cigar and tobacco distributors, have returned to New York from a trip to Tampa, where it is probable they visited the "Optimo" factory of A. Santaella & Company, since they are the distributors of that brand and it enjoys a healthy sale.

At the South pole
and "all points north!"
CHOSEN BY THE BYRD EXPEDITION
Chesterfield
"It certainly flatters a man, after a meal like that to find his taste in cigarettes consulted, too. You bet I'd rather have a Chesterfield."
And what man wouldn't! They're mild, of course.
But here's where the skill comes in — blending
mildness with taste to SATISFY!
Chesterfield
... mild enough for anybody
and yet THEY SATISFY
Liggett & Myers Tobacco Co.

Above: Current billboard featuring the choice of Chesterfields by the Byrd Expedition.

To the right: One of the Chesterfield ads now appearing in newspapers.

News from Congress

(Continued from page 8)

even quantitative in its terms, and cannot be made as a positive and definite statement without extensive analysis of the concrete facts in statistical form. Without waiting for that, however, the question is raised by some whether encouragement should be given to any tendency to increase the margin in question. It is contended by those opposed to the plan that resale price maintenance not subject to authoritative control by governmental, or other impartial, agency, might easily cause a widening of trade margins, which are alleged to be, often, too wide already."

American Farm Bureau Federation Asks Increase in Wrapper Duty

An increase in the rate of duty on unstemmed wrapper tobacco from $2.10 per pound to $4.62 per pounds and an advance in the rate on stemmed wrapper tobacco from $2.75 to $6.87 per pound has been asked of the House ways and means committee in a brief filed by the American Farm Bureau Federation.

The wrapper tobacco producers in the United States, it is declared in the brief, signed by Chester H. Gray, Washington representative, are faced with two conditions, either one of which demands an increased duty on wrapper tobacco.

"The first of these conditions," it is explained, "is that imports from foreign lands now constitute severe competition which is unfair to the American producer on account principally of differences in costs which must be met by the American farmer who produces wrapper tobacco and his foreign competitor.

"The second condition which confronts the American producer of wrapper tobacco is that his costs have mounted tremendously since the World War. According to data which has already been presented by the growers themselves, the labor costs alone have increased two and one-half times since the World War. Since there was formerly a duty on unstemmed wrapper tobacco of $1.85 per pound and on stemmed tobacco of $2.75 per pound, the growers are now asking that the forthcoming duties be increased at the same rate which their labor costs have increased."

Legislation Proposed to Give Employee Right to Recover Damages for Dismissal

Enactment of legislation giving an employee the legal right of action to recover damages from an employer for dismissal during a seasonal decline in business was advocated recently by Dr. John R. Commons, of the University of Wisconsin, before the Senate committee on education and labor. The committee is engaged in an inquiry into the causes of unemployment and possible methods of prevention.

A number of methods for dealing with the unemployment question have been submitted to the committee, it being shown that in some instances manufacturers have set aside an unemployment fund for the benefit of employees who are laid off and to whom unemployment benefits are paid on the basis of length of service.

Tariff Rates Probably to Be Equalized

No general increase in the height of the tariff wall, but rather a leveling of various individual rates to eliminate present low spots and a thorough tightening up of the administrative provisions is expected to be contained in the tariff bill which the House ways and means committee will probably submit to Congress during the coming special session.

Although nothing definite regarding the views of Herbert Hoover toward tariff revision has emanated from Florida it is believed that he does not look with favor upon a general increase in rates, but would prefer, while providing needed protection for American industries operating under adverse conditions, to leave duties at a level where importation is possible on a basis where American manufacturers can compete, thus assisting in the rehabilitation of European industry and making possible the continuation of debt and reparation payments.

The hearings before the ways and means committee have emphasized the need for revision of the administrative provisions and the insertion of new language in a number of schedules to prevent evasions and fraud. A number of industries have complained of the way in which the intent of the law has been evaded, and the committee is convinced of the necessity for revision in such a way as to eliminate the present loopholes.

Although there will be no general upward revision of duties, hundreds of rates will be changed in the bill which will be written by the committee. The agricultural schedule, it is anticipated, will be practically entirely rewritten and there will be many changes in all of the other schedules, but not as they affect every business. Some of the industries whose representatives have appeared before the committee have not, in the view of committee members, made out a case purporting their requests for increases; others have advised that if evasions and frauds are eliminated they will be satisfied with present rates and, in one or two instances, requests have actually been made for reductions.

The committee is now on the homestretch of the hearings, which will be concluded February 25. The testimony on the various schedules then will be turned over to the subcommittees in charge of those schedules for study and the drafting of such changes as they may deem necessary. The subcommittees, upon the conclusion of their work, will make their reports to the full republican membership, where they will be consolidated and embodied in the bill which is to be reported. Although the democratic members of the committee are being permitted to sit in at the hearings and ask such questions of witnesses as they desire, they are barred from participating in the actual drafting of the bill, but will probably agree among themselves as to the rates they think advisable and, when the bill comes before the House, will seek to have those rates adopted as amendments.

A. T. COMPANY EXPANDING PLANTS

The American Tobacco Company is enlarging its plant at Reidsville, N. C., by the addition of several storage houses, and in Durham, N. C., the erection of a new power plant has been announced by P. A. Noell.

The power plant addition will cost approximately $350,000. The plans have been drawn and approved and the contract will probably be placed within a short time.

The additions and enlargement of these plant facilities have been made necessary through the tremendous growth in the demand for the company's "Lucky Strike" cigarette.

CONNECTICUT POOL COMPLETES DISSOLUTION

TOBACCO growers who were members of the Connecticut Valley Tobacco Growers' Association have just received their last check from the Association, which was their portion of their credit of one per cent. sinking fund. The total sum distributed was approximately $200,000, which was divided among four thousand members, or about $50 each. The checks were signed by the treasurer, Arthur E. Nelson.

The annual valuation of the tobacco under contract to the Association was between $18,000,000 and $20,000,000.

A final certificate of dissolution will be filed with the Secretary of State. Arthur E. Nelson, the treasurer of the Association, is to be comptroller of the Daniel Reeves Corporation, one of the largest chain store organizations in New York City. Even the dissatisfied tobacco farmers who were members of the Association, have nothing but good to say of Mr. Nelson.

The Association was formed in 1922 when a depression followed several banner years in the tobacco industry following the World War. Aaron Sapiro came from the Middle West, where he had launched several co-operative marketing organizations to start the Association.

Tobacco growers from New Hampshire, Massachusetts, Rhode Island and Connecticut contracted to sell their entire output for five years to the association, and the new institution was organized with control of 90 per cent. of the tobacco production of the Connecticut Valley. The first season of the Association was a success, but succeeding years brought about its failure.

In 1926 scores of the association members began to break away and to market their tobacco individually. That same year a large number of farmers refused to renew their contract to turn over their crop to the Association for another five-year term, and in 1927 a petition was filed for the appointment of a receiver by five hundred members. The petition, however, was denied.

Later it was voted to dissolve the association and the preliminary notice was filed in the Secretary of State's office in September, 1928.

CONSOLIDATED EARNINGS INCREASE

Net earnings of the Consolidated Cigar Corporation and subsidiaries, for the year ending December 31, 1928, was $3,613,798, according to a preliminary report made public last week. This is equivalent, after allowing for dividend requirements on subsidiary preferred stock, 6½ prior preferred, and 7 per cent. preferred stock, to $10.60 a share on 250,000 shares of no par common stock.

This compares with $2,921,637, or $10.07 a share on the common stock earned for the year 1927.

CANADA'S TOBACCO CROP

According to the latest estimate of the 1928 tobacco crop in Canada, 41,966,375 pounds of tobacco were raised, of which Ontario contributed 33,265,850 pounds from 32,654 acres planted.

Exports of Canadian tobacco increased from 200,000 pounds in 1921 to 6,000,000 pounds in 1927.

An intelligence test for cigar retailers

"What's the best ten-cent cigar made?"

"Is there such a thing as a good nickel cigar?"

"Have you anything exceptionally fine at about two-for-a-quarter?"

When a customer comes into your store with an open mind or a blank stare into your show-case and fires one of the above questions at you—is your answer ready and positive? Or do you hesitate, study or appear as uninformed as he is himself?

You should know—instantly. You can know. You can be so dead sure that the cigar you recommend is the best in its class that you can immediately win your man to your judgment.

Suggest, confidently, that he try a Bayuk cigar. Tell him why you recommend it: "—It's Ripe Tobacco! No bitter under-ripe leaves. No flat-tasting over-ripe leaves. Nothing but true-tasting, flavor-laden, nature-mellowed, fully-ripe leaves from the middle of choice tobacco plants!"

Never was there a more convincing cigar-selling argument! Never a reason that closes a sale so quickly! And never a line of cigars that holds a customer so permanently! For smoking a Bayuk cigar will confirm everything claimed for it.

Five cents to three-for-fifty—every Bayuk cigar is made of ripe tobacco. Every one is a fast seller.

It's Ripe Tobacco!

—Every Bayuk Cigar

© 1929

BAYUK CIGARS Inc.

PHILADELPHIA

Makers of fine cigars since 1897

CHARLES THOMSON BAYUK HAVANA RIBBON

BAYUK PHILADELPHIA CIGAR

MAPACUBA PRINCE HAMLET

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

5¢

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

T. M. A. WARNING

(*Continued from Page 4*)

it, for it would reduce the cigar following to such an extent that cigar smoking would become unpopular and unfashionable and the ten- and fifteen-centers would soon go down with the nickel cigars.

We cannot believe that anyone interested in the cigar business can fail to see that this is but a true picture of the situation that the cigar industry would encounter if Sumatra should be prohibited, as it would be under a duty of $4.62 per pound.

We are rather inclined to the belief that their demand for this increase was but an act of strategy to counteract the demand for a reduction.

What May Have Been Intended Merely as an Act of Strategy May Become a Real Calamity

But while under ordinary conditions their demand would probably be but lightly considered, the present public sentiment for the farmer is such that one only has to say that he is a farmer, even though he may be representing a wealthy shade growing corporation, and he gets what he asks for, and so the shade growers and the shade users may actually get what they have asked for, though we doubt very much whether they really want it, and thus turn a mere act of strategy into a real calamity to the entire industry. And this may be true despite the fact that 40,000 or more binder and filler farmers are heartily supporting a reduction.

How to Avert a Real Calamitous Situation

That the proposed increase, if enacted, would be a real calamity to the whole cigar industry, to Sumatra users, as well as to shade users, must be obvious to all. Such a situation may however, be averted if large numbers of manufacturers, merchants, leaf packers and farmers, interested in the cigar industry, should convey their views to the members of the Ways and Means Committee and urge that the wrapper duty be reduced to $1.50 per pound for unstemmed and $2.15 per pound for stemmed.

There is appended hereto a complete list of the members of the Ways and Means Committee. It would, of course, be preferable if letters were written to each and every member of the committee, but if this be too much of a task, we urgently suggest writing to at least to the following:

1. To the Hon. Willis C. Hawley, Chairman of the Ways and Means Committee.
2. To the Hon. Harry A. Estep, Chairman of the Sub-Committee in Charge of the Tobacco Schedule.
3. To the Hon. Charles C. Kearns, Member of the Sub-Committee of the Tobacco Schedule.
4. To the Hon. Frank Crowther, Member of the Sub-Committee of the Tobacco Schedule.
5. To the Hon. John N. Garner, Head of the Minority Members of the Ways and Means Committee.
6. And lastly, to any other member or members of the Ways and Means Committee representing your State.

We are often asked to furnish a form letter or to suggest the outline for such letters But we believe that it is much wiser and much more effective for the writers to use their own language and convey their own thoughts rather than to follow any fixed forms.

If you agree with our views herein expressed, please write at once as indicated and see that other parties in your neighborhood interested in the cigar business do likewise. May we not ask you to send us copies of your letters as well as any replies that you may receive?

Respectfully yours,
TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

A LONDON MAN'S VIEW ON CIGAR SALES

MR. JAMES KNUTFORD, of London, Eng., has realized for sometime that something must be done in the immediate future to increase the sale and consumption of cigars, or eventually there will be very few cigar smokers, and, naturally, very few cigar manufacturers. A recent letter which he wrote to the *Cigar and Tobacco World*, of London, and which contains many points applicable to the situation in this country, is as follows:

The Editor, THE CIGAR AND TOBACCO WORLD:

Dear Sir,—In your last month's issue, when reviewing trade plans and prospects for 1929, you quote one of the other cigar importers as saying that the two great difficulties in bringing cigar smoking before the notice of possible consumers is first a clever and original plan of propaganda, and the second the money to carry it out.

You will recollect that through your columns I have appealed in the past to leaders of all sections of the cigar industry to get together with a view to evolving a plan for a collective campaign to increase the number of cigar smokers.

It seems to me that this should not only be the paramount consideration of everyone trying to sell cigars, but that it is vital to cigar manufacturers, whether here or in Havana or elsewhere, as the extent of their manufacturing depends entirely upon the number of consumers that there are for their output. It is a mistake to say, as many are doing, that a general revival of trade over here will show greater consumption, as the present generation of cigar smokers are mostly middle aged and older men, who generally started smoking with the popular 4d. Havana cigar of olden days; and as the latter has become extinct, so will they be, in time. Young men are not coming forward to take their places as they die out, and when they start smoking they never even try what a cigar is like. To enlist the army of young middle class men in the ranks of cigar smokers would place the industry beyond all danger.

The only remedy is a sustained campaign of collective advertising and "booming" of cigars, which need not necessarily be a very expensive one, so long as it is carried out on practical and novel lines, and is kept up for at least three years. The point would be to get every section of the industry showing goodwill, and either contributing to a common fund or carrying out a co-ordinated part of a considered scheme, at the same time. The apparent view that all the industry's component branches are always bound to have opposing interests and therefore cannot work together for the common good, rests on a complete misreading of the situation.

I suggest that someone influential should call an open meeting in London of everyone interested in the cigar industry, during the month when this year's Tobacco Exhibition is on, inviting delegates from the various Associations, but also giving the opportunity to others who—like myself—are not members, to express their views and to contribute their share of the cost of a campaign.

Such a meeting could be made a thoroughly representative one, and from it committees could be formed to go into the question of finance, and consider publicity ideas, etc. Several such ideas have reached me that seem both novel and comparatively inexpensive, and I would gladly state them to the committee of a definite campaign association, if formed, as also would many others of the rank and file, I believe.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's an advertising idea (in newspapers everywhere) that's boosting La Palina sales several notches nearer the "two million a day" mark and incidentally boosting the whole Industry as well.

La Palina excels not only in sales and quality, but in far-seeing publicity endeavors which are changing the complexion of the entire business—for the BETTER.

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA
CIGAR

CO-OPERATIVE CIGAR ADVERTISING

(Continued from page 3)

tion again exceeded production figures of 144,485,000 pounds.

Pound Price Is Rising

"Average price per pound increased from 18.8 to 22.5 cents in 1927. Growers have curtailed their plantings to raise price per pound and guarantee a greater farm crop value.

"It is evident that increased cigar production will bring about larger plantings, lower pound price and an assured supply.

"A shortage of cigar leaf at this time would serve to increase the difficulties under which the manufacturer is already laboring.

Position of the Cigar Manufacturer

"The large and progressive manufacturer has been able to show increasing profit in the face of even a diminished demand. This has been possible because of machine production and economical distribution methods.

"Small cigar manufacturers have been practically forced out of the field and their volumes distributed among leaders with consequent greater profit.

"This condition is rapidly approaching an end. The smaller producer has practically disappeared. Increased profits must now be realized on an extended market rather than from redistribution of present volume.

Advertising

"We propose to use the following forms of advertising:

"1. A strong newspaper campaign.

"2. Representative or standard showing of outdoor advertising.

"3. A special campaign in the leading New York class magazines to put over the idea of social correctness of cigar smoking.

"4. Regular use of college magazines to test the possibilities of influencing youth.

"5. Weekly half-hour broadcasting over a leading local radio station.

Merchandising and Research

"We propose to establish a special department of merchandising and reasearch which will co-operate with individual manufacturers' promotion departments in an extensive program of field research and dealer promotion.

Publicity

"We propose to establish a publicity bureau whose sole activity will be to exploit cigars and cigar smoking in every possible way leading to favorable publicity—in newspapers, magazines, theatres, colleges, by word of mouth, etc.

A Campaign in N. Y. State

"Upon recommendation of several of the leaders in the cigar industry we submit recommendations for an immediate introductory campaign in New York State for one year. This campaign will not require huge expenditure of money on the part of any one manufacturer and will enable the manufacturers to sense the public reaction to such an effort, prior to the execution of a national campaign.

"There is no large state better suited for the purpose of this campaign than New York. With its population of 12,303,296 and its well defined key cities and markets, it is admirably fitted for the purposes of this plan.

"Nine trading areas give us a total population of approximately 14,606,000 and a great majority of New York State's retail tobacco markets, the exact figure being 41,828.

Ad Copy

"Our advertising story will be a development of the slogan 'Calm Yourself—Smoke Cigars.' The copy suggests itself easily and naturally. We live in a jazz age—a nervous age. Americans returning from the Continent tell us that American men don't know how to live—they drive themselves too hard—don't take enough time to play and enjoy life.

"We want to put over one big thought——

"'A good cigar is a happy interlude in a busy man's day and is the best possible smoke for genuine pleasure.'

"Before the full campaign is planned and written, every possible sales resistance to cigar smoking will be analyzed and, if deemed advisable, will be made the subject for a copy attack. This will include 'the social acceptance of cigar smoking'—'the youth market'—'the moderate expense of cigar smoking,' etc.

Publicity

"We propose to establish a Publicity Bureau whose sole activity will be to exploit cigars and cigar smoking in every possible manner leading to favorable publicity—in newspapers, magazines, theatres, colleges, word of mouth, etc.

"Well-directed propaganda of this kind is used by many of the largest industries of the country. News releases, syndicated features, free tie-ups with theatre and movie exploitation departments, mock-serious formation of cigar smoking clubs like Billy DeBeck's 'Goats,' staging a contest among college comics for the best full-page cartoon published interpreting the slogan, 'Calm Yourself—Smoke Cigars'—that is the type of work a good publicity man would initiate and capable assistants would carry out.

Cost of the Campaign

Newspapers	$176,000.00
Outdoor Advertising	76,796.72
Posters	5,400.00
New Yorker	14,460.00
College Publications	1,080.00
Radio Station Time	3,500.00
Programs	5,500.00
Art, plates and mats	18,000.00
Miscellaneous	263.28
Total	$300,000.00

"There should be an additional appropriation to cover the cost of merchandising service and establishment of publicity department.

Expansion of the Plan

"It is understood that proposed advertising has been recommended with a view toward extending the campaign nationally when its value has been proved.

Raising Funds

"To raise the amount of money necessary for the execution of the state campaign the same basis of figuring may be used as that recommended in the national campaign.

"No figures are available as to the gross sale of each manufacturer in the state. It is our recommendation that at a meeting of the manufacturers a finance committee be appointed to decide on the proper method of taxing each manufacturer in ratio to his sales.

Method of Organization

"We recommend that a meeting be called of the leading cigar manufacturers to collectively discuss the co-operative advertising campaign as submitted in this prospectus.

"We recommend that an executive committee of three members be chosen to work with this agency in the execution of this campaign; to decide on the method of taxing each manufacturer and associate interests; to take charge of any other matters pertaining to the campaign.

Advertising Campaign

"Approximate total gross sale of cigars in the United States including all classes——

$458,674,328.64

"Soliciting from each manufacturer

1% of gross sales	$4,586,743
½% of gross sales	2,293,327
¼% of gross sales	1,146,664
⅛% of gross sales	573,332

"Another basis of appropriation from cigar manufacturers:

Class A—25c per M	$846,299
B—30c per M	227,297
C—35c per M	872,481
D—40c per M	60,153
E—45c per M	14,890
	$2,044,120
Class A—10c per M	$345,719
B—15c per M	113,648
C—20c per M	498,560
D—25c per M	37,598
E—30c per M	9,930
	$1,005,455

"Additional revenue from contributing factors in the cigar industry:

20 Cigar Machinery Manufacturers	$50,000
35 Cigar Box Label and Band Parts	20,000
193 Cigar Box Manufacturers	75,000
647 Leaf Tobacco Dealers	90,000

The prospectus then cites what has been accomplished in other industries through a co-operative advertising campaign similar to that which is recommended for the cigar industry.

In view of what has been accomplished in other industries, and in view of the falling off in cigar production as shown by statistics, it would seem that there should be very little hesitancy on the part of the cigar industry as to at least giving the plan a trial in the limited territory as proposed.

HIGH PRICES FOR SUMATRA EXPECTED

According to report of American Consul, C. O. Spamer, just released by the Tobacco Section of the Department of Commerce, American buyers are expected this year, at last, to buy the cream of the Sumatra wrapper crop at extravagantly high prices. This may be all very well as far as it goes, but every normal tobacco stalk must also have its sand-leaves, and inferior middle leaves growing just above those of American choice. In average normal conditions these lower qualities constitute from 78 to 86 per cent. of the total crop. Unless they can be satisfactorily disposed of the finest top prices for the remaining 14 to 22 per cent. are of little avail to offset loss. The clearance of these lesser sorts is giving thinking brokers and dealers cause for anxiety. The chief purchaser of these grades is Germany, whose buyers combine their bids with those of the Americans for the various combined lots offered for sale by the producers.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

SALESMEN WANTED WHO ARE CATERING TO THE RETAIL TOBACCO TRADE, to sell a side line on commission basis. Samples furnished. Royal Smoking Stand Corp., 615 Albany Street, Boston, Mass.

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

DEISEL-WEMMER OFFICIAL BUYS ICE CREAM COMPANY

Mark H. Kolter, former assistant general manager of the Deisel-Wemmer Company, Lima, Ohio, has severed his connection with that company and purchased the R. L. Graham Company, ice cream manufacturers.

Transfer of the real estate and factory buildings of the Graham Company to Kolter it is claimed represents approximately $250,000.

The R. L. Graham Company is a closed corporation chartered under the Ohio laws and has been in business for several years, during which time the business has shown a steady increase, and at the present time has a capacity of approximately 8000 gallons of ice cream a day and employs twenty-five people.

Under the terms of the deal Mr. Kolter becomes virtual owner of the business and will be president and general manager. The business will be continued without any change in name.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BLUE CAR:—45,403. For tobacco. January 30, 1929. B. Payn's Sons Tobacco Co., Albany, N. Y.

STOGIE SPECIAL 2-4-5:—45,404. For stogies. January 31, 1929. Brodie-White Tobacco Co., Owensboro, Ky.

CUBAN BOUQUET:—45,405. For cigars. February 4, 1929. J. C. Heckert & Co., Dallastown, Pa. (This certificate is issued upon presentation made to us that the trade-mark or trade-name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the registrant for over forty years.)

MAYTAG:—45,406. For all tobacco products. February 5, 1929. George Schlegel, Inc., New York, N. Y.

OVINGTON:—45,407. For cigars and cigarettes. February 4, 1929. Ovington Cigar Co., Inc., New York, N. Y.

BRETTON HALL:—45,408. For smoking tobacco only. November 30, 1928. Charlie Landau, New York, N. Y. (By consent of F. W. Sommerfeld, Tampa, Fla.)

TRANSFERS

PLEE-ZING:—44,172 (T. M. A.). For all tobacco products. Registered April 10, 1925, by Geo. Schlegel, Inc., New York, N. Y. Transferred to the Nordacs Cigar Co., Tampa, Fla., February 7, 1929.

T. S. A. HOLDS INTERESTING MEETING

THE 175th meeting of the Tobacco Salesmen's Association, New York branch, held February 1 at Papae Hall, 100 West 72nd Street, New York City, proved as interesting and valuable as any previously held.

Lawrence Kinstler, president, called upon the members to stand in silent prayer in respect to the memory of Harry Dallett and Harry MacRae, deceased members, and Mrs. Charles Landau. The group insurance committee then reported that 80 per cent. of the membership have taken out this insurance. The balance of the membership is expected to fall in line in the immediate future.

A committee was appointed to look about for new meeting rooms as the present lease on Papae Hall expires May 1.

Robert M. Flescher was reinstated to membership by a unanimous vote. Isidore Retsinas, representing Josephson Brothers, Isidore Isenstadt and Joseph Freeman, representing Packer Brothers, were elected to membership. The entire sales staff of Packer Brothers, including the Packer brothers themselves, are now members of the Association.

The educational committee contributed a talk on salesmanship, which follows:

Regarding the Future of the Average Salesman
By S. C.

Considerable discussion has lately been indulged in at meetings of the various Salesmen's Associations regarding their future. In all the prominent industries there seem to be a wide divergence of opinion regarding this situation. Some speakers maintaining that the day of the average salesman is drawing to a quick end, with others claiming that there is a greater demand than ever for high grade salesmen.

The writer has been more closely interested in the group of tobacco salesmen, and more particularly in the future of the men engaged in the sale of cigars. All indications point to an undisputed fact that radical changes in the sales departments of the principal cigar manufacturing houses are taking place, and all point to a system of reducing sales costs, in which the salesman plays a very prominent part. The discharge of many men engaged on the selling staff for many years, and the many such men now seeking similar employment bears out this contention. While the condition is of course very disheartening to the average salesman now employed or disengaged, there is however in the writer's opinion a very large silver lining to this cloud.

The day of the *real* salesman in the cigar industry is not past. It is simply the survival of the fittest. The *contact* man, which is the salesman, is under present conditions more necessary than ever, and commands a more prominent place, and consequently more remuneration than ever before. But he must be a real *contact* man. Possessed of all the qualities of a real salesman, and an executive, who has the fullest confidence of both employer and buyer. In the writer's opinion these qualifications must include not only a thorough knowledge of the merchandise he offers for sale, but also a very distinct understanding of the methods, placements, and general local conditions in the section in which he is selling or attempting to sell his wares.

I believe that the average salesman is such by natural instinct and intuition, but many of the very best salesman have become educated as such. Unfortunately, too many men engaged in selling cigars have no knowledge whatsoever of the product they are attempting to sell, and scant ability or any proven experience as salesmen.

The present and growing amalgamation of many prominent manufacturers has undoubtedly caused such corporations to reduce the amount of high salaried salesmen, and the substitution of many so-called missionary men and order takers. However, there is a grave doubt in the mind of the writer, which is borne out by the experience and expression of a number of prominent salesmanagers in various lines, that this system of economy has worked out to the advantage of either the brand, or the reduction of overhead sales costs. And in many lines of business employers are again reverting to securing high caliber salesman, which, I am inclined to believe, will be the result of the present experience of the cigar manufacturers. As I previously said there is an unusual demand for big men amongst salesmen, and the possibilities for some bigger than ever. There is plenty of room at the top.

To be a Big Salesman you have to be Big, act Big, think Big, and conduct yourself in a Big Way—morally. The day of the roustabout as a salesman is gone, and today the successful salesman must be a real business man and gentleman in every respect. One of the most necessary requisites of a big salesman is an intuitive or acquired study and knowledge of human nature, the ability of judging the character of the buyer at the first meeting, so that the very first contact with him is favorable to the salesman. He must also be careful and firm in any statement he makes to the buyer, and have the full knowledge and ability to differ with this prospective buyer without offending or appearing to be independent or offensive.

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MARCH 1, 1929

VOLUME 49 No. 5

THE TOBACCO WORLD

Inevitable---
To a Good, *Mild* Cigar!

Grown in the high altitudes of the fertile mountain districts of the Island, Porto Rican tobacco possesses a flavor peculiarly its own. No other tobacco in the world can equal its ability to produce a good, *mild* cigar.

Because of the lack of chlorines in the soil, Porto Rican tobacco has a decided advantage in burning qualities over other tobaccos. It burns more freely and evenly than any other leaf in the world.

Today Porto Rican tobacco has made for itself a most important place in the American tobacco trade. Its prestige is based solidly on a growing demand by the public, which is coming to recognize it as the premier tobacco for making a good, mild cigar, which, as the leaf is admitted *duty-free*, you can sell at a *most attractive price*.

The Government of Porto Rico, as a protection for all buyers of its genuine native tobacco, requires that a guarantee stamp be affixed to all tobacco or tobacco products originating in Porto Rico. Look for these stamps on all your purchases.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

WHY *are humidors made wooden-cigar-box shape?*

The best cigars
are packed in
WOODEN BOXES

Only men of means own humidors---men who smoke cigars constantly. Such men buy cigars carefully. They are particular about quality, size, shape, color and finish. They buy by the box---wooden box. They want the natural woody fragrance to enhance and condition the rich aroma of the cigars.

Humidor owners are the most permanent part of your dealers' "Box Trade,"---steady customers, usually staying with one brand. It is good business to pack your cigars in wooden boxes.

Cigars are smoked only by men who enjoy smoking---
not as a safety valve to nervousness

Volume 49

THE TOBACCO WORLD

Number 5

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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$2.00 a Year | PHILADELPHIA, MARCH 1, 1929 | Foreign $3.50

"ROBERT BURNS" ON RADIO

LAST week a new program of popular musical successes had its premiere when the Robert Burns Panatela Pageant was broadcast over the Columbia System.

The first program had for its theme the beautiful "Flow Gently Sweet Afton," the words of which were written by the famous Scotch poet, and "Comin' thro' the Rye," another gem from Burns' pen and typical of the sincerity and friendliness of his country.

Love songs of all the ages will furnish the themes for this series of broadcasts which go on the air each Monday night at ten o'clock, Eastern Standard Time.

The Robert Burns orchestra in its first appearance contributed some excellent selections, and the Robert Burns tenor, a well known artist whose identity is to remain a secret, supplies a note of modernism by his singing of two numbers from current Broadway successes.

TAMPA ASKED TO DEFINE "HAND MADE"

Cigar manufacturers in Tampa received a letter from the Federal Trade Commission a short time ago in which they were asked to define the terms, "hand made" and "Machine Made," and to interpret the meaning of the two terms. The request came from J. L. Anderson, chief examiner, who stated he had a case pending before the commission involving the use of the terms.

Tampa, which is a center of hand made production, but which has a considerable output of cigars by semi-hand manufacturers, is interested in the interpretation which will be given the terms of the commission.

It is felt that the clear havana manufacturers in Tampa, which use the old Spanish hand method of manufacture, will give the strictest definition of the terms.

CORDERO LAUNCHES NEW BRAND

E. P. Cordero & Company, long famous as the manufacturers of the "Mi Hogar" clear Havana cigar, have announced the production of a new and different type cigar under the brand name of "Cordero."

The new brand is a full Havana filled, Connecticut shade wrapped cigar, made in ten sizes retailing at from five cents each to three for a half dollar.

The new brand is the outcome of a long period of serious thought and considerable experimenting until the Cordero Company believed that they had their product absolutely right, and then the announcement was made.

The new "Cordero" brand comes packed in a round cornered varnished box with white edging and the band is a simple plain gold one with the name "Cordero" on it.

AMERICAN MAY SPLIT STOCK

ACCORDING to reports in Wall Street, it is believed that the Board of Directors of the American Tobacco Company may soon announce a plan to split up the stock of the Company on a two for one basis, and reduction in the par value of the stock from $50 to $25 a share.

It is also believed the new stock, if issued, will be placed on a dividend basis of $5 a year as against a rate of $8 a year at the present time.

C. A. SPEAKMAN ASKS HIGHER TARIFF ON IMPORTED CIGAR LABELS

Charles A. Speakman, vice president of the American Lithographic Company, appeared before the Ways and Means Committee in Washington on February 14th and asked for an increase of from twenty to twenty-five per cent. in the duties ranging from thirty-five to fifty cents a pound on the importation of cigar labels and bands, declaring that the cigar industry has stood still for the last twenty years whereas it should have grown in proportion to the increase in population.

Philip Bock, of the Amalgamated Lithographers of America, asked for increased tariff on lithographic papers as the means of relieving unemployment and part time employment in the industry.

Mr. Bock stated the increase in tariff was needed to enable the workers to compete with cheap labor in Germany where wages are only one-fifth of those in this country.

JOHN H. DUYS, JR., VISITS NEW YORK

John H. Duys, Jr., vice president of H. Duys and Company, Sumatra and Java tobacco importers, of New York City, is at present visiting headquarters in New York City. Mr. Duys makes his headquarters in Havana, where he is in charge of the Havana leaf tobacco department of the firm of H. Duys and Company.

John H. Duys, Sr., sailed on the Olympic last Saturday for Amsterdam, where he will attend the Sumatra and Java tobacco inscriptions.

EDISON RECEIVES BLACKSTONE CIGARS

Thomas A. Edison, who celebrated his eighty-second birthday at Fort Myers, Fla., on February 11th, was the recipient of a box of "Blackstone" perfecto cigars, presented by the Boston newsboys. The cigars were purchased by pennies saved by the newsboys and accompanying them was a message of congratulation. The message also stated that a picture of Mr. Edison was the only picture that adorns the lecture room of the Burrough's Newsboys' Foundation in Boston.

T. M. A. SUBMITS AMENDMENTS TO WAYS AND MEANS COMMITTEE.

AT THE hearing before the Ways and Means Committee, on the administrative provisions of the tariff act, the T. M. A. submitted appropriate amendments intended to permit the sale of cigars, cigarettes and tobacco to outgoing vessels, both American and foreign, for use in their ship's stores *without* the payment of the internal revenue taxes.

These amendments having first been submitted by the T. M. A. to the Internal Revenue Department, have been duly approved by the Department, so that it is reasonably safe to assume that the Ways and Means Committee will give them favorable consideration.

Under the existing statute, while it is permissible to *export* cigars, cigarettes and tobacco without the internal revenue tax, they cannot be sold or delivered to vessels for ship's stores without the payment of the internal revenue tax. The proposed amendments are intended to remedy this situation.

MEXICAN TOBACCO CONSUMPTION INCREASES

According to figures compiled by the Bureau of National Statistics, the Mexican tobacco industry has shown a remerkable growth during the last twenty-one years.

In 1898 there were only forty-three cigar, cigarette and tobacco factories in the country. Last year there were one hundred forty-three. During 1898 the factories used 5,500,000 kilos of tobacco, but last year 10,648,727 kilos were converted. In 1928 Mexican factories produced 3,548,133 packages of smoking tobacco, 542,335,282 packages of cigarettes and 24,966,150 cigars.

NEW TREATMENT ELIMINATES NICOTINE

According to a report from the American Chemical Society, chemistry has found a method by which a smoker may burn up the nicotine of his own smoke.

The process was developed by M. Popp, of Oldenberg, Germany, and the result is obtained by treating the tobacco with iron salts or with certain acids that change the nicotine into compounds that burn without producing fumes.

The report does not state the effect upon the quality of the smoke.

CIGAR HOLDS BURGLAR

When Mark Cash, of Brooklyn, returned to his home one evening last week after a visit with his wife to a friend's house, he discovered a burglar in possession of the house.

Mr. Cash played the part of the perfect host and offered Mr. Burglar a cigar and then entertained him with a line of chatter until the arrival of the police, when the burglar accompanied the officer to the station and was held under $2500 bail.

YAHN & McDONNELL DISTRIBUTE AZTEC MOISTENERS

Yahn & McDonnell, distributors of North Seventh Street, have taken on the Aztec Clay Moisteners for distribution in this territory. This moistener is a really efficient humidifier for the cigar case, and was given a thorough trial in one of the Yahn & McDonnell retail stands before it was accepted by this high grade house for distribution.

PENNSYLVANIA FARMER IN EXCELLENT POSITION

BENJAMIN D. HILL, Chief of the Tobacco Division of the Bureau of Foreign and Domestic Commerce at Washington, speaking before a conference of the Lancaster County Tobacco Growers' Association, at Lancaster, Pa., a short time ago, said:

"Theoretically, the Pennsylvania tobacco farmer is in a more advantageous position today than ever before, in spite of the fact that the cigar industry has had a set-back. During the period 1924-1928, he produced on a small area nine per cent. more tobacco than he raised in 1913. He sold his crop at an average price of 15.6 cents per pound, compared with 7.5 cents in 1913, bringing in to the farmers of the state a total return of $8,000,000 annually, compared with $3,500,000 in 1913."

"The State of Pennsylvania manufactures one-third of all the large cigars made in the United States and ranks third in importance in the manufacture of small cigars. The principal type of Pennsylvania tobacco is used for fillers in five-cent cigars, and this is where Pennsylvania tobacco producers come into their own. He is in the midst of a wonderful opportunity to expand his domestic market by improving the quality of his product and effecting an adjustment between the laws of supply and demand. Even now, the only drug on the market is the lower grades. The outlook is for a continued growth of the cheap cigar business, and in Pennsylvania types, as in other cigar leaf types, the surplus stocks originating from over-production prior to 1926 have been materially reduced."

QUEEN OF NICOTINE ELECTED IN PARIS DECLINES CIGARETTE

At the first National Congress of Smokers, held recently in Paris, Mlle. Antoinette Bonpas was elected queen of nicotine and serenaded by a pipe-smoking orchestra. It is rumored that she was the only one present at the congress to refuse a cigarette.

There were prizes for the fastest cigarette smoker and the slowest pipe smoker, for the slowest cigarette smoker and the slow motion cigar puffer and for several other degrees of smoking.

M. Paolini, getting away to a flaming start, led the entire field in the demolition of standard sized cigarettes. He reduced one of his favorite brand in one minute and twenty seconds flat. M. Prudent Clement drew thoughtfully and serenely upon his favorite brier for fifty-three minutes and twenty-eight seconds.

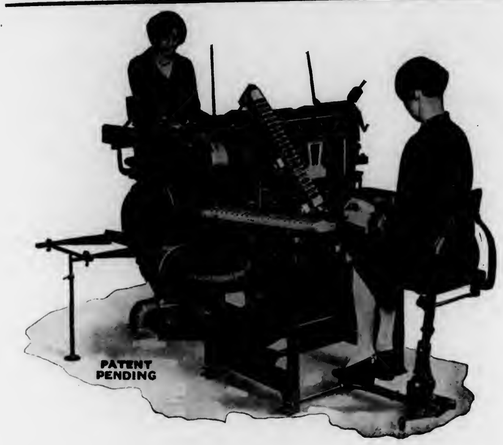
GOLDWATER NOW WITH WENGLER AND MANDELL

H. G. Goldwater, formerly with Martin, Goldwater and Cahen, has become associated with Wengler and Mandell, Incorporated, manufacturers of "Tom Palmer" and "King Bee" brands, and will in the future put his efforts behind these two brands in New York City and surrounding territory. Mr. Goldwater is one of the best known cigar salesmen in this section, but is better known among his friends as "Jimmie." He was associated with Harry Blum, manufacturer of the "Natural Bloom" cigar a short time ago.

TOBACCO PRODUCTS EARNINGS INCREASE

Consolidated net profit of the Tobacco Products Corporation and subsidiaries, after provision for Federal Taxes, for 1928, was $8,386,963, a gain of $498,684 over 1927.

A Big-Paying Long-Filler Bunch Machine



Improved!

With Three Features That~

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The MODEL T UNIVERSAL Long-Filler Bunch Machine

(Blending Type)

For High-Grade Work

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and (with or without) an individual, direct-connected motor-driven Suction Fan. These hold the binder tightly against the rolling apron by suction, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and 1/4 H. P. Motor is

$2000

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Prices F. O. B., Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

DUKE ESTATE WINS SUIT HERE

ON THURSDAY of last week the James B. Duke estate won its appeal to set aside an $8,000,000 judgment that had been obtained against it in the Federal Court at Newark by George D. Haskell, of Springfield, Mass., who claimed that the tobacco king had broken a partnership agreement and sold out to the Aluminum Company of America for $25,000,000.

President Judge Buffington of the Circuit Court wrote the decision concurred in by Judges Woolley and Davis. The ruling was that Haskell had failed in the proof required to establish an agreement with Duke for the development of aluminum enterprises along the Saguenay River in Canada. The Federal District Judge at Newark should not have submitted the case to the jury, according to the Circuit Court.

At the argument of the appeal here last fall, Charles Evans Hughes appeared as counsel for the Duke estate.

WAGNER INSTALLS INDIVIDUAL HUMIDORS

John Wagner and Sons, distributors of high grade imported and domestic cigars, of Dock Street, have just completed the installation of a series of individual cedar cupboards to be used by their customers for storing their individual stocks of cigars purchased from the Wagner concern.

The cupboards are built entirely of fine cedar, of course, and each individual holds his own key. The cupboards are constructed inside the Wagner splendid humidor and thus each customer may purchase as many cigars of his favorite brand as he wishes and store them where he may have ready access to them and at the same time be assured that they will always be kept in excellent condition. This installation is proving exceedingly popular with customers who are particular about the brand and condition of their smokes.

C. W. SAUNDERS A VISITOR

C. W. Saunders, of the Cortez Cigar Company, visited Yahn and McDonnell, local distributors of the brand recently and assisted in introducing the new cartridge pack of the "Cortez" brand.

NEWARK SALES FORCE VISITS BAYUK PLANT

ON Friday, February 15th, the sales force and executives of the cigar department of the Royal Cigar and Candy Company, of Newark, N. J., journeyed to Philadelphia where they were the guests of Bayuk Cigars, Inc., and taken on a tour of inspection of the immense factory building at Ninth Street and Columbia Avenue.

After the inspection of the plant the men were conducted to a hotel where a splendid dinner was served. After the dinner the guests enjoyed a trip to the theatre and witnessed a performance of "Good News."

On Saturday there was a tour of the city with stops at the principal historic shrines.

YAHN AND McDONNELL BUSINESS INCREASES

Yahn and McDonnell, distributors of cigars, and operators of a chain of high grade cigar stands, report that January, 1929, was the twenty-third consecutive month in which their business showed a substantial increase over the same month a year before, and prospects are excellent that they will continue to show the same increase in their gross sales for some time to come, in spite of the fact that many reports are heard to the effect that the cigar industry is slipping.

Among the high grade cigars distributed by Yahn and McDonnell the "Optimo" continues to be the leader and in spite of the fact that their regular weekly shipment of this brand was increased substantially only a short time ago, it has been necessary for them to have five express shipments of this brand, in addition to their regular weekly shipments, since the first of January this year.

Their gross business for January, 1929, showed approximately twenty-five per cent. increase over business done in the same month last year.

GRABOSKY'S RETURN

Samuel and Benjamin Grabosky, of the G. H. P. Cigar Company, returned last week after a visit to Havana where they purchased some fine Havana leaf for their "El Producto" brand.

This brand is steadily gaining in popularity throughout the country as shown by the steady increase in orders arriving at headquarters at Third and Brown Streets.

Lieutenant General Robert Lee Bullard, who was in command of 2nd Army, A. E. F. on Armistice Day, November 11, 1918.

Reach for a Lucky instead of a sweet.

"An army man must keep fit - reach for a Lucky instead of a sweet"

Robert Lee Bullard

Lieutenant General
Robert Lee Bullard

"General de Braack, one of Napoleon's greatest cavalry leaders, said: 'Smoke yourself and teach your men to smoke. It will comfort you and them under the greatest strain.' One hundred years after de Braack, one million Americans fighting at the front in France and smoking Lucky Strikes found it to be true. Of course, I say reach for a Lucky instead of a sweet. An army man must besides keep fit and not be overweight."

ROBERT LEE BULLARD

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure.

Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. Athletes, who must keep fit, testify that Luckies steady their nerves and do not harm their physical condition. That's why Luckies have always been the favorite of those men who want to keep in tip-top shape and realize the danger of overweight. That's why folks say:—"It's good to smoke Luckies."

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

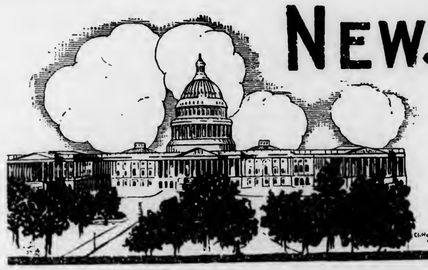
"REACH FOR A LUCKY INSTEAD OF A SWEET."

"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

AMENDMENT of the administrative provisions of the tariff act of 1922 so as to permit the withdrawal, without payment of tax, of tobacco products for consumption upon vessels engaged in international trade, was urged upon the House ways and means committee February 25 by John E. Walker, attorney for the Tobacco Merchants' Association of the United States.

In recommending relaxation of the present regulations, Mr. Walker pointed out that under existing law, in order that vessels engaged in the transportation of passengers to foreign countries may use American tobacco products without the payment of internal revenue taxes, it is necessary for the manufacturers to go to the expense of exporting such goods to foreign ports where the ships may make their purchases and save the internal revenue tax.

"This," he said, "results in unnecessary expense and inconvenience. We are proposing that this situation shall be corrected by amending the law so that tobacco products withdrawn for consumption without the United States may be withdrawn without the payment of internal revenue taxes under proper safeguards to protect the revenue.

"In the case of imported tobacco products, such products can now be withdrawn without the payment of duty for sea stores in the case of vessels registered under the American flag. The words added in the proposed amendment will permit the like withdrawal in the case of all vessels engaged in transporting passengers to foreign countries. The regulations relating to the withdrawal of articles free of duty in the case of vessels registered under the American flag are found in article 433 to 437, inclusive, of the 1923 customs regulations.

"We believe that it is the desire of your committee to encourage the consumption of American tobacco products without the United States and to avoid as much unnecessary expense and inconvenience in so doing as possible. We believe that the proposed amendment will accomplish this purpose and that at the same time the Federal revenues will be adequately protected."

The text of Mr. Walker's proposed amendment is as follows:

"Sec. 323 (a) Section 1 of the Act of August 4, 1886, entitled 'An Act to provide for the inspection of tobacco, cigars, and snuff, and to repeal section three thousand on hundred and fifty-one of the Revised Statutes,' is amended to read as follows:

"That manufactured tobacco, snuff, cigars, and cigarettes may be removed from the place of manufacture for export, shipment, or delivery for consumption beyond the jurisdiction of the internal revenue laws of the United States, as defined by section 3448 of the Revised Statutes, without the payment of tax, under such regulations, and the filing of such bonds, entries, and bills of lading as the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury shall prescribe.

"Such articles so exported, shipped, or delivered shall not be sold or disposed of within the jurisdiction of the internal revenue laws of the United States. Every person who relands, or causes to be relanded or brought back into the United States, or after relanding or being brought back, sells or offers to sell, or receives for sale or consumption, or aids or abets in relanding, selling or receiving in fraud of the revenue laws of the United States any manufactured tobacco, snuff, cigars or cigarettes which have been exported, shipped, or delivered under the provisions of this section, or who has in possession any such products except the quantity permitted to be brought in as personal baggage, shall, on conviction, be fined not exceeding $1000, or imprisoned for not more than one year, or both, in the discretion of the court. All tobacco, snuff, cigars, or cigarettes seized in violation of this section shall be forfeited to the United States."

"(b) The sixteenth section of the Act entitled 'An Act to remove certain burdens on the American merchant marine and encourage the American foreign carrying trade, and for other purpose,' approved June 26, 1884, as amended by section 14 of the Act of July 27, 1897, entitled 'An Act to provide revenue for the government and to encourage the industries of the United States,' is amended to read as follows:

"Sec. 16. That all articles of foreign or domestic production needed and actually withdrawn from bonded warehouses and bonded manufacturing warehouses for supplies (not including equipment) of vessels of the United States engaged in foreign trade, or in trade between the Atlantic and Pacific ports of the United States, *and all manufactured tobacco, snuff, cigars and cigarettes needed and actually withdrawn from bonded warehouses and bonded manufacturing warehouses for supplies of vessels engaged in foreign trade* may be so withdrawn from said bonded warehouses, free of duty or of internal revenue tax, as the case may be, under such regulations as the Secretary of the Treasury may prescribe; but no such articles shall be landed at any port of the United States."

Present Congress Enacts Little Beneficial Legislation

With the exception of the bill transferring from the Census Bureau to the Department of Agriculture

(Continued on Page 16)

Nothing like a pipe, *I* say

WHENEVER I want a real, honest-to-John *smoke* (and that's pretty often!), I get out my old pipe and pack it with Prince Albert. I know in advance what it's going to be like, but I get a new thrill out of it every time. A pipe and P. A. are so downright *dependable*.

Just to open the tidy red tin and drink in that P. A. fragrance is a treat in itself. No more appetizing aroma ever greeted a pipe-hungry man. And when that cool, comfortable smoke comes rolling up the stem, you know that the taste more than matches the fragrance.

Cool as the old town pump. Restful as an easy chair after a hard day. Mellow and mild and long-burning. So mild, in fact, that you're always ready for another session, no matter how much you load up. I've smoked P. A. for years—I ought to know!

If you don't know the contentment and satisfaction of a pipe, I urge you to go and get one right now. Fill it with good old Prince Albert and smoke up. You'll enjoy it as you never enjoyed a smoke before. You'll want your pipe for a constant companion from that time on, or I miss *my* guess. Try it!

Not only quality, but quantity, too—TWO full ounces in every tin.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

THE UNITED STATES EXPORT TRADE IN TOBACCO PRODUCTS, 1928

THE year 1928 was characterized by a lively foreign trade in American cigarettes, according to an interpretation of official data by the Tobacco Section of the Department of Commerce. American cigarettes are sold in nearly every country in the world, but over 70 per cent of the foreign trade in this commodity in 1928 was with China, sales amounting to 8,245,000,000, valued at $14,278,000, or nearly double the trade with China in 1927. Owing to the civil war in China, cigarette exports to that country have been declining for several years, and the present revival of trade is due mainly to the replacement of stocks depleted by the war, and to the unsettled tax conditions prevalent in the country during 1928.

The total exports of cigarettes from the United States in 1928 amounted to 11,706,000,000 in number, compared with 7,093,000,000 exported in 1927, and an average annual exportation of 11,173,000,000 during the ten years following the World War (1918-1927).

The total tobacco products trade for the calendar year 1928 reflects a material increase in value of more than 47 per cent over 1927, amounting to $25,287,000. Seven-eighths of the total trade in tobacco products was comprised of cigarettes, valued at $22,051,000.

The Philippine Islands rank next to China as a market for American cigarettes, surpassing British Malaya in this respect in 1928. More than 808,000,000 cigarettes were sold to the Islands during the year, an increase of 52 per cent over the trade of 1927. Other important markets showing development are Canada, France and Siam. Panama is also an important market, but exports to that country declined in 1928 by more than 12 per cent.

Cigarette production in registered factories passed the hundred billion mark for the first time in 1928, amounting to 105,927,000,000. As the production in registered factories does not include the number manufactured in bonded warehouses, which about equals the exports, and as cigarette imports are unimportant, the registered factory production virtually represents the domestic consumption. A production of 105 billions came as no surprise to the industry, however, as cigarette production in the United States has been an uninterrupted upward trend since 1920 with an average annual increase of about 7.3 billions.

Price reductions made by the leading manufacturers early in 1928, and intensive advertising are thought to be among the contributing factors in the increased cigarette consumption of the year. It is said that the reduction in prices brought the profit margins to the minimum, but the increased earnings of most of the large companies substantiate the fact that any losses thus incurred were offset by increased sales.

Cigar Industry Concentrates on Cheaper Brands and Machinery

The cigar industry seems to have settled down around an annual production of about 6.9 billions, although the average production during the period 1923-27 amounted to 7 billions. Few American cigars are exported; the industry is purely a domestic one, but the production in continental United States does not entirely represent the consumption on account of about 300,000,000 in number which enter the United States duty-free from Porto Rico and the Philippine Islands. The present consumption of cigars in the United States, although not as great as before the cigarette became

(Continued on Page 18)

BAYUK CIGARS ANNUAL REPORT

BAYUK CIGARS, INC., reports for the year ended December 31, 1928, net income of $1,259,886 after charges and Federal taxes, equal, after preferred dividends, to $9.08 a share on the 98,842 no par common shares outstanding. This compares with $1,372,963 or $13.60 a share on the 78,106 common shares outstanding in the 1927 year.

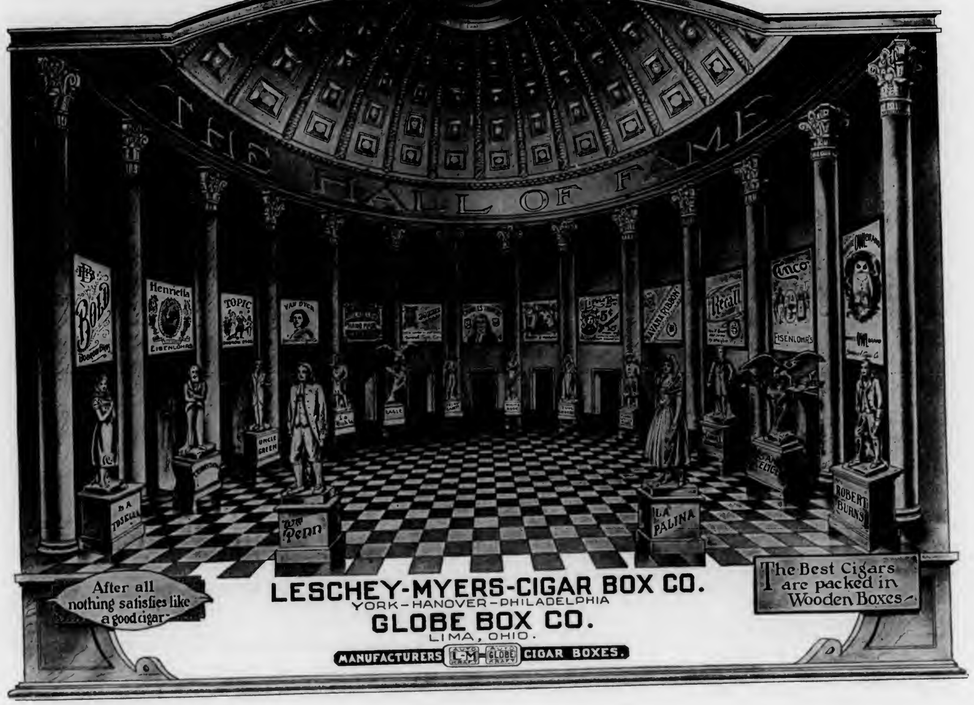
The income account for the year ended December 31, 1928, compares:

	1928	*1927*
Gross earnings	$3,501,584	$3,466,679
General expenses and depr.	1,950,599	1,755,882
Net earnings	$1,550,985	$1,710,797
Other income	30,684	67,063
Total income	$1,581,669	$1,777,860
Interest on loans	136,334	182,229
Federal taxes	185,450	222,668
Net income	$1,259,886	$1,372,963
Preferred dividends	362,986	310,408
Common dividends	98,835	
Surplus	$ 798,065	$1,062,555
Previous surplus	3,833,385	2,797,290
Total surplus	$4,631,450	$3,859,845
Federal tax prior years		3,675
Amort. expenses		7,781
Prem. 1st pfd. stock retired	216,021	15,505
P. & L. surplus	$4,415,429	$3,833,385

The balance sheet of Bayuk Cigars Inc., as of December 31, 1928, shows current assets of $11,104,804, compared with $11,191,042 as of December 31, 1927; current liabilities $3,354,611 against $2,685,276, leaving net working capital of $7,750,193 against $8,505,766.

	1928	*1927*
Assets:		
Cash	$727,683	$569,774
Trade drs.	1,989,375	1,899,524
Inventories	8,338,637	8,676,908
Revenue stamps	46,599	38,924
Due from officers & employees	2,511	5,911
Investments and advs.	1,712,666	760,418
*Plant, eqnipment, etc.	1,600,343	1,414,360
†Cigar machine licenses	675,913	555,210
Prepayments	185,208	150,046
Reorganization & finance exp.	100,772	105,642
Total	$15,379,707	$14,176,717
Liabilities:		
Notes payable	$2,850,000	$2,000,000
Trade credits	135,133	225,729
Accounts payable	15,009	10,026
Accrd. wag.	41,726	124,349
Dividends payable	127,293	102,324
Federal tax pro.	185,449	222,668
1st preferred sinking fund	124,786	104,976
Purchase money mortgage	44,000	55,000
Res. royalties		27,097
Other res.	100,499	
1st preferred stock	4,449,800	4,664,800
6% 2nd preferred stock		3,500
7% 2nd preferred stock		1,178,300
Common stock	3,014,791	1,729,159
Common scrip.	578	200
Surplus	4,290,642	‡3,728,409
Total	$15,379,707	$14,176,717

* Less depreciation. † Less amortization. ‡ Less sinking fund seven per cent. first preferred stock.


THE HALL OF FAME
Bond
Henrietta
TOPIC
Van Dyck
Webster
Webster
Cinco
Webster
Webster
Webster

INDEPENDENTS TO BENEFIT THROUGH NEW CHAIN PLAN

IN A recent report to the Wall Street Journal, announcement is made of another important, novel and economic system for enhancing buying power of the consuming public's dollars, to have resources exceeding $10,000,000 and coast-to-coast application.

This new organization now forming, to be known as the American National Merchandisers' System, will for the present be operated under license-grant by, and as a division of, The Harvard Press, Incorporated, under state laws of Illinois, as confirmed by its President, M. M. Melnicoe. Established since 1919, this successful business publishing concern with selling headquarters located at 36 South State, Chicago, now operates plants at Chicago and Rochelle, and enjoys a national patronage through more than two thousand selling agencies and large volume annual sales.

With completed plans and financial arrangements made, the first steps are now being taken by that company for placing of independent retail merchants in foods, drugs, shoes and other lines on a sounder and stronger footing and with practical facilities to better cope with the modern trends of business.

Under the creed "In Unison, there is Power," and the slogan of "A Nation-wide Chain of Greater Value Stores—10,000 Strong by 1933," it is said that the new organization will employ a plan conceived and perfected through fourteen years of practical first-hand contact with retailing problems, by John D. Pollard, business analyst, counsellor and writer, who has been identified with a number of successful and nationally operated marketing activities.

Mr. Pollard's earlier efforts in interests of Better Retailing, as one of the founders and Executive Secretary of the Local Loyalty League of America, which inspired a nation-wide alliance of retail merchants, wholesalers and manufacturers, attracted wide endorsement of merchant groups, associations, chambers of commerce, publishers, civic and governmental officials and business leaders throughout the United States.

Numerous original and patented features will be involved in this new system offering benefits for independent merchants comparable to those enjoyed by the largest trust-owned and operated chain of stores, such as large-scale buying economies, management and clerical efficiency, modern inducement merchandising, plus expertly organized and unified selling and advertising—all placed within easy financial reach of the smallest qualified store-operator who is really alert to insure his own prosperity.

Additional advantages offered to wholesalers and manufacturers will also contribute rapid growth and insure wide acceptance of this timely method for reducing distribution costs through increased sales.

TOBACCO TAX PROPOSED IN VERMONT

Assemblyman Clark A. Corliss, of Wethersfield, Vt., has introduced a bill in the State legislature which would require all tobacco dealers in the State to obtain a sales permit at an annual fee of $5, and also would levy the following sales tax on all tobacco products: one-half cent on each five cigarettes; one-half cent on each fifty cigarette papers; one-half cent on each five cents of retail value of chewing and pipe tobacco, and one-half cent on each five cents value of snuff.

G. W. HELME NET PROFITS INCREASE

THE George W. Helme Company reports net income of $2,301,050 after all charges, including Federal taxes, etc., for the year ended December 31, 1928, equivalent, after allowing for preferred dividends, to $8.42 per share on the 240,000 shares of common stock outstanding. This compares with $2,258,849 or $8.24 for the year ended December 31, 1927.

Income account for the year ended December 31, 1928, compares:

	1928	*1927*
Net income	$2,301,051	$2,258,849
Preferred dividends	280,000	280,000
Common dividends	1,680,000	1,680,000
Surplus	$341,051	$289,849

The balance sheet as of December 31, 1928, shows current assets of $16,285,300 compared with $16,027,070 as of December 31, 1927; current libilities $895,286 against $1,030,683, leaving net working capital of $15,390,014 as against $14,996,387.

	1928	*1927*
Assets:		
R. e. & mach.	$3,320,455	$3,254,218
Leaf mfg. stock, etc.	5,170,086	5,294,536
Cash	1,906,676	1,993,553
Bills and accounts receivable	731,392	1,288,548
Government sec., etc.	5,088,455	4,780,530
Other investments	3,388,691	2,669,903
Total	$19,605,755	$19,281,288
Liabilities:		
Preferred stock	$4,000,000	$4,000,000
Common stock	6,000,000	6,000,000
Prov. for dividends	850,000	1,030,000
Ins. res., etc.	3,973,078	3,794,265
Accounts payable	45,286	60,683
Surplus	4,737,391	4,396,340
Total	$19,605,755	$19,281,288

WISCONSIN WOULD TAX TOBACCO IN STORAGE

Assemblyman J. C. Hanson, of Deerfield, Wis., has introduced a bill in the State legislature providing for assessment of taxes against leaf tobacco that is in storage. At the present time such tobacco escapes assessment.

The intention of the proposed bill is to clarify the present tax law insofar as it applies to tobacco.

Mr. Hanson said he knew of only one case where conditions were such that leaf tobacco in storage escaped taxation in his county, and in that case the State Supreme Court unheld the appellant against the assessment.

IMPERIAL TOBACCO DIVIDEND OUTLOOK

Henry Willegunn, presiding at the annual meeting of the Imperial Tobacco Company of Great Britain and Ireland, last week, stated he saw no justification for the assumption that the Company would not be able to maintain the present dividend rate on the new capital, which was increased twenty-five per cent.

What's *wrong* with this picture

Man comes into your store . . . says, "Gimme a good ten-cent cigar." You bring out some little known brand—on which you probably loaded up a bit heavily because some salesman baited you with a small extra-quantity discount.

Who's to blame if your customer gives you a doubting look and starts for the door? Or, even if he reluctantly accepts your choice, what happens if the cigar disappoints? Chances are you've lost what might have been a steady customer for years.

Change the picture! Successful cigar businesses are built by *holding* customers . . . by selling cigars so thoroughly satisfactory that their enjoyment fixes itself in the purchaser's memory.

Bayuk cigars are made with that idea constantly in mind . . . to build successful retailing businesses. Every step in the manufacture of Bayuk cigars contributes toward that end. It begins with the purchasing of only choice growings; continues with the discarding of bitter, *under*-ripe and flat-tasting *over*-ripe leaves; using only the true-tasting, flavor-laden, *fully*-ripe middle leaves; curing them by the most painstaking processes; then making them into honest cigars that are uniformly good, even-burning, satisfaction-compelling—and sales-repeating.

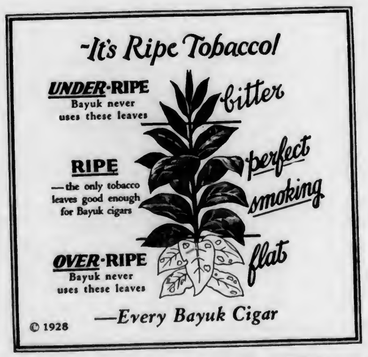
Are you building for the future? Bayuk cigars are the firmest foundation you can lay. Five cents to three-for-fifty. Winners, all!

BAYUK BRANDS BUILD BUSINESS

CHARLES THOMSON

BAYUK HAVANA RIBBON

MAPACUBA



BAYUK PHILADELPHIA CIGAR

PRINCE HAMLET

BAYUK CIGARS *Inc.*

Makers of fine cigars since 1897

PHILADELPHIA

"Folks, how can I make Whoopee *up here* . . . when *down in front* the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.
"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.
"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."
(SIGNED) Eddie Cantor

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

© P. Lorillard Co., Est. 1760

EAT A CHOCOLATE . . . LIGHT AN OLD GOLD . . . AND ENJOY BOTH

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y. .....
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

U. S. TOBACCO INCOME

United States Tobacco Company of New Jersey reports, for the year ended December 31, 1928, net income of $2,660,390 after all charges and income taxes equal after seven per cent. non-cumulative preferred dividends to $5.96 a share on the 381,542 no par common shares outstanding. This compares with $2,576,870 or $5.74 a share on the common in the 1927 year.

Income account for the year compares:

	1928	*1927*
Net income	$2,660,390	$2,576,870
Preferred dividends	386,400	386,400
Common dividends	1,444,626	1,444,626
Surplus	$1,129,364	$1,045,844
Previous surplus	5,593,740	4,907,895
Final surplus	$7,083,103	$5,953,739

The balance sheet as of December 31, 1928, showed current assets of $17,870,548, against $15,583,777 December 31, 1927, and current liabilities of $534,074 compared with $517,414, leaving net working capital of $17,336,474 as against $15,066,363.

	1928	*1927*
Assets:		
R. e. mchy.	$2,779,272	*$7,281,547
Trademarks, goodwill	4,559,252	
Leaf supplies, etc.	8,435,334	7,349,723
Secs. other cos.	7,723,755	8,063,005
Cash	2,924,283	2,914,849
Bills and accounts receivable	6,510,931	5,319,205
Total	$32,972,827	$30,928,328
Liabilities:		
Preferred stock	$5,520,000	$5,520,000
Common stock	11,128,300	11,128,300
Reserves	8,707,349	7,808,875
Prov. for dividends	382,756	382,756
Accounts payable	151,318	134,658
Surplus	7,083,104	5,953,739
Total	$32,972,827	$30,928,328

* Includes trademarks and goodwill.

TOBACCO TAX PROPOSED IN CONNECTICUT

A PROPOSAL for a tax of one or two cents a package on cigarettes has been placed before the legislature in Connecticut, by John A. Mansfield, of Harwinton, Conn., who said its purpose was to obtain more money for state highways, and, as at least half the cigarette smokers are youths less than twenty-one years old, the cigarette tax would not be a great burden on the community.

Attorney Reuben Taylor, of Hartford, at a hearing on the bill before the finance committee of the general assembly, said it was a discriminatory measure and made a favored class of cigar smokers, gum chewers and users of cosmetics and with the present federal tax of six cents on each fifteen-cent package of cigarettes would make the total tax fifty per cent.

BAYUK AND HIRST IN AMSTERDAM

Sam Bayuk and Harvey L. Hirst, of Bayuk Cigars, Inc., sailed on the Olympic from New York City, on Friday, February 22d, for Amsterdam, where they will attend the Sumatra and Java inscriptions.

JANUARY CIGAR PRODUCTION SHOWS INCREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1929, and are issued by the Bureau. (Figures for January, 1929, are subject to revision until published in the annual report):

Cigars (large):

Products	*January, 1928*	*January, 1929*
Class A ..... No.	231,431,180	242,188,120
Class B ..... No.	38,137,640	42,106,600
Class C ..... No.	136,992,398	134,881,928
Class D ..... No.	6,159,272	7,528,475
Class E ..... No.	811,185	1,010,684
Total	413,531,675	427,715,807
Cigars (small) ..... No.	32,581,000	35,168,107
Cigarettes (large) .... No.	951,325	863,499
Cigarettes (small) .... No.	8,369,087,187	10,160,262,683
Snuff, mfd. ..... lbs.	3,745,530	3,719,514
Tobacco, mfd. ..... lbs.	29,256,633	29,440,476

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the January Statement of Internal Revenue Collections

Objects of Taxation	*First Seven Months 1928 Fiscal Year*	*1929*
Tobacco manufactures:		
Cigars	$14,290,334.48	$13,967,235.33
Cigarettes	175,509,023.73	196,889,687.07
Snuff	4,315,390.08	4,167,323.22
Tobacco, chewing and smoking	36,516,479.68	35,603,427.15

Supplement to the January Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of January:

Products	*January, 1928*	*January, 1929*
Cigars (large):		
Class A ..... No.	8,722,100	6,663,100
Class B ..... No.	131,050	22,000
Class C ..... No.	881,900	69,640
Class D ..... No.	3,500	
Total	9,738,550	6,754,740
Cigars (small) ..... No.		496,800
Cigarettes (large) .... No.	300,000	325,000
Cigarettes (small) .... No.	42,000	94,400

Tax-paid products from the Philippine Islands for the month of January:

Products	*January, 1928*	*January, 1929*
Cigars (large):		
Class A ..... No.	13,758,190	13,098,805
Class B ..... No.	198,853	257,850
Class C ..... No.	87,186	159,164
Class D ..... No.	200	80
Class E ..... No.		210
Total	14,044,429	13,516,109
Cigarettes (small) .... No.	79,260	673,020
Tobacco, mfd. ..... lbs.	31	63

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's the most unselfish advertising idea (in newspapers everywhere) ever developed for the Cigar Industry—selling MORE cigars for every brand and MOST for the best advertised and largest selling high grade cigar in America—

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA
CIGAR

News from Congress

(Continued from page 8)

the work of taking the periodic census of tobacco stocks, the final session of the Seventieth Congress enacted no legislation of importance to the business men of the country. As a matter of fact, there was comparatively little business legislation pending, and the greater part of the session was devoted to the passage of the annual appropriation bills for the Government activities and the consideration of a few measures of major importance to the country as a whole.

During the session, however, a good start was made toward the enactment of a new tariff bill, the House ways and means committee concluding its hearings, thus paving the way for the drafting of new rates and the framing of a bill which may be reported to the House during the coming extra session. During these hearings the tobacco industry made a strong plea for a reduction in the rate on imported wrapper tobacco, in which it was supported by some of the growing interests.

The anticipated effort to secure legislation repealing the restrictions on the entry of cigars, which has acted as a barrier to the consummation of a parcel post treaty between the United States and Cuba, failed to materialize. Repeal of these restrictions was insisted upon by the Cuban Government as a condition to its agreement to such a treaty, but Congress failed to enact the necessary legislation and as a result there has been no agreement covering the interchange of parcel post matter between the two countries since March, 1928. Removal of the restrictions has been contested by the domestic cigar manufacturers, who feel that such action would enable the Cuban cigar industry to invade this market. Practically every other industry producing commodities capable of being shipped by parcel post sought the aid of Congress in securing the treaty, but their arguments were not sufficient to outweigh those of the cigar manufacturers. Consideration of the matter was recommended by President Coolidge in his message at the opening of Congress, but no real attempt was made to bring the matter up.

Another matter of importance in which Congress failed to act was legislation dealing with the maintenance of resale prices for trademarked articles, a question which has been before it for a number of years. No action will be taken on this matter until the Federal Trade Commission, which is now making a thorough survey of the entire subject, submits its report to Congress, probably at the beginning of the next regular session in December. Enactment of the bill has been prevented by fear that its provisions would serve to increase prices to consumers, although proponents of the measure declared such would not be the case but that manufacturers would be protected against the operations of cut-price merchants.

Revision of the trademark laws so as to consolidate them and remove some of the provisions which have been found unsatisfactory was passed by the House of Representatives during the long session but failed of action in the Senate. Another bill of importance which died at the end of the session would make punishable the transportation of stolen property in interstate commerce. This measure has the backing of business men generally; it follows the line of the Dyer Act penalizing the interstate transportation of stolen automobiles, under which the Government has been successful in recovering a large number of cars.

Amendment of the bankruptcy laws in conformity with the recommendations of the Department of Justice, the control of interstate motor passenger and freight transportation lines and the elimination of bribery and corrupt practices in business also were pending in measures which failed of action.

New Classification of Leaf Tobacco

A statement showing the proposed classification of leaf tobacco for use by the tobacco trade in making quarterly reports of stocks to the United States Department of Agriculture, as provided by legislation signed by President Coolidge on January 14, is being distributed to members of the tobacco trade by the Bureau of Agricultural Economics.

In the proposed classification of leaf tobacco, the six classes and the twenty important types of tobacco are designated by the same numbers as those used in the classification issued by the Department of Agriculture in 1926, under the United States Warehouse Act. The groups of grades then established were worked out in line with trade practices and are retained substantially unchanged.

The new legislation provides that quarterly reports covering the stocks of leaf tobacco as of January 1, April 1, July 1 and October 1, shall be made to the Department of Agriculture by all dealers, manufacturers, growers' co-operative associations, warehousemen, brokers, holders and owners, except (a) the original growers of tobacco, (b) manufacturers who in the preceding calendar year, according to the returns of the Commissioner of Internal Revenue, manufactured less than 50,000 pounds of tobacco, less than 250,000 cigars, or less than 1,000,000 cigarettes, or (c) dealers who, on the average, had less than 50,000 pounds of leaf tobacco in stock at the end of each of the four quarters of the preceding calendar year.

In addition to requiring a segregation of leaf tobacco stocks by types and forms, the law provides for a segregation by groups of grades, separately for new crop, or tobacco harvested in the last four years, including the current crop, if any, and old crop, or the tobacco harvested in previous years.

The act provides that the Secretary of Agriculture shall specify the types and groups of grades of tobacco to be included in the reports and prepare forms upon which the reports shall be made. The groups of grades for the various types are clearly and explicitly defined in the proposed classification. Steps have already been taken by the department to print the new report forms. Forms for the April 1 report may be obtained from the Bureau of Agricultual Economics about March 20.

NEW TOBACCO TAX PLAN IN MICHIGAN

Senator Peter B. Lennon, who introduced a bill providing for a stamp tax on tobacco in 1927, which was defeated, has announced that he will introduce another bill to take the place of the defeated bill but with the proposed tax cut in half.

The basic provisions of the new bill will be a five per cent. levy on the gross wholesale value of cigars and bulk tobacco together, and a levy of $1 a thousand on cigarettes sold by wholesalers.

The new bill provides for collection of the tax from the wholesalers, and Senator Lennon estimates the new measure would bring in an additional revenue to the State of $5,000,000 a year.

THE POSITION OF BUSINESS

INDUSTRIAL activity is moving along steadily. Expansion is mainly of a seasonal nature, but, considering the high basic level from which it is proceeding, the present position is in general very satisfactory. There is some ground, however, for feeling that the current period of expansion may reach its culmination in the spring months. This view is based on the following more or less interrelated points:

1. The prolonged continuation of high money rates.
2. The temporary psychological effects which a sharp reaction in the speculative securities markets might have on business confidence.
3. The very high rates of production which the automotive industry has in view for the next several months—with a question whether there may not have to be a falling off in its activity thereafter.
4. An apparent moderate slowing down in construction.
5. The tendency of production in some important industries to overshoot requirements, leading to an unsatisfactory market condition.

These points summarize the uncertain features in the present outlook. It is evident that most of them are uncertainties rather than definitely unfavorable factors.

The current period has moved closely along the lines set by earlier months. Activity centers about the steel industry, which set new records for January performance and is continuing operations with no signs of let-up at from 85 to above 90 per cent. of capacity in the several steel-making districts. The demand for steel is widely diversified. Requirements of the automotive producers are of course large. The farm-equipment industry is working at capacity rates. Machine-tool demand continues heavy. The railroads, in line with the improvement in their traffic, ordered substantially more freight cars in January than in any month last year. The railway equipment industry is discussed elsewhere in this issue.

Building contracts awarded in January, according to the F. W. Dodge figures, were $410,000,000, five per cent. below December, and 4 per cent. below January, 1928. Projects reported as contemplated were about 10 per cent. below last year's figure. It is of course entirely too soon to draw conclusions from such figures about the prospective volume of building. However, high money rates, declining rents and a gradually rising percentage of vacancies in some types of building, are factors which point to moderation rather than further increases in construction activity.

Bituminous coal production of 51,545,000 tons in January was well above that of any month of the past fall or winter—in fact, it was the highest for any month since before the coal strike of 1927. This figure reflects a temporary seasonal demand as well as general industrial activity, and it does not mean that the coal industry's difficulties have ended. Stocks are low, however, and production may be maintained at better levels than a year ago.

In the textiles, January cotton consumption amounted to 668,000 bales of lint, a figure exceeded only by consumption in March, 1927. The reports of the Association of Cotton Textile Merchants indicated an approximate balance between production and shipments at around 344 million yards; sales were in good volume, and stocks showed a very slight decline. In silk, broad silk manufacturers seem to have been pushing production a little too hard, with some accumulation of stocks in producers' and wholesalers' hands. The recent high rate of activity is the more questionable because of the competition which may be expected from other textile fabrics—thus cotton shows definite signs of popularity for summer wear; style forecasts have given considerable attention to rayons; and the wool manufacturers are producing styled materials which have attracted the attention of buyers.

Shoe production has been of good proportions. Last year's output was apparently somewhat greater than that of 1927; the midwiner decline was perhaps a little more than the usual seasonal slackening; but business is picking up and during the current season the outlook is for at least a normal volume of demand. Hide prices, however, have dropped sharply to around 14½ cents for heavy native steers—8 cents below figures current in the latter part of 1928 and 11½ cents below the prices of last spring. A small part of the decline is seasonal, but the major part results from other factors—the curtailments and substitutions in use of leather induced by high leather prices, and the flow of hides into world markets from all sorts of out of the way sources, which a high level of hide prices usually tends to bring out.—*National Bank of Commerce in New York.*

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GRAND LODGE:—45,409. For all tobacco products. December 29, 1928. Consolidated Litho. Corp., Brooklyn, N. Y.

WENHAM:—45,410. For all tobacco products. February 12, 1929. George Schlegel, Inc., New York, N. Y.

WYNWOOD HALL:—45,411. For all tobacco products. February 12, 1929. George Schlegel, Inc., New York, N. Y.

SUNSHINE SWEEPERS:—45,412. For cigars. February 14, 1929. F. N. Marx, Jacksonville, Fla.

TWIN WINGS:—45,413. For all tobacco products. February 15, 1929. Anthony Coulapides, New York, N. Y.

WARDLEIGH:—45,414. For all tobacco products. February 14, 1929. George Schlegel Inc., New York, N. Y.

SCOTWICK:—45,415. For all tobacco products. February 14, 1929. George Schlegel, Inc., New York, N. Y.

TRANSFERS

FARALLON:—44,699 (T. M. A.). For cigars, cigarettes and tobacco. Registered July 20, 1926, by St. Francis Cigar Mfg. Co., Inc., San Francico, Cal. Transferred to the Security Cigar Co., Inc., Los Angeles Cal. November 15, 1928.

SAFEWAY:—44,679 (T. M. A.). For cigars. Registered June 13, 1926, by G. J. Johnson Cigar Co., Los Angeles, Cal. Transferred to the Security Cigar Co., Inc., Los Angeles, Cal., November 27, 1928.

HIGHWAY:—20,597 (U. S. Tobacco Journal). For cigars. Registered November 19, 1898, by Tisch Bros., Grand Rapids, Mich. Through mesne transfers acquired by G. J. Johnson Cigar Co., Los Angeles, Cal., and re-transferred to the Security Cigar Co., Inc., Los Angeles, Cal., November 27, 1928.

M. T. A.:—23,684 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered January 9, 1912, by Heineman Bros., Baltimore, Md. Transferred to H. D. Tichenor, Peekskill, N. Y., February 13, 1929.

U. S. EXPORT TRADE

(*Continued from Page 10*)

so popular, is greater than in any other country in the world.

The American cigar industry emerged from the World War period, handicapped not only by the rising popularity of the cigarette and the increased prices of raw materials, but by an expensive system of hand manufacture which is gradually being replaced by machinery, in order to meet the price competition of the cheaper smoke in the form of the cigarette.

The abolishment of hand manufacture, in turn, has thrown numbers of people out of employment and caused great economic distress in certain sections of the country. Furthermore, thousands of small manufacturers who have attempted to keep hand labor, have been forced out of business entirely; the number of cigar establishments, in fact, decreased from 11,483 in 1919 to 7974 in 1927.

Th best seller on the American cigar market at present is the one retailing at five cents. Nearly 50 per cent of the consumption in 1928 was of cheap cigars and manufacturers in general seem to have settled on the policy of making the cheap cigar better. Generally speaking, the cigar is a leisure smoke, nevertheless, manufacturers have anticipated the wants of the busy man with a cigar taste by creating the small cigar.

A decline of a billion and a half in the annual consumption of cigars in the United States since the War has been a blow to the industry, but from the steadiness of the consumption figures during the past five years, it is apparent that the potention consumption of the country has been accurately gauged and that the cigar industry is passing through its transitional period successfully from an economic standpoint.

The following figures show the production of cigarettes and cigars from 1923 to 1928:

	Cigarettes	*Cigars*
1923	66,733,896,288	7,455,552,879
1924	72,725,043,310	7,128,390,867
1925	82,264,529,154	6,910,282,278
1926	92,110,213,691	6,910,956,028
1927	99,820,463,979	6,958,424,350
Av. 1923-1927	82,730,829,284	7,072,721,280
1928	105,926,765,651	6,873,553,714

Tobacco, Snuff and Nicotine

In the tobacco products export trade, chewing tobacco ranks next to cigarettes in importance, exports in 1928 amounting to 3,832,000 pounds valued at $1,861,-421 and reflecting a slight gain over 1927. Australia, Philippine Islands, Canada, United Kingdom, Cuba and New Zealand, named in the order of their importance, took three-fourths of the total plug exports in 1928; other substantial markets for this commodity are Panama, Argentina, Newfoundland and Labrador. The present export trade in chewing tobacco is but little more than half of what it was prior to the World War. A lively export trade also continued throughout the war and up until 1921 of the post war period; since that time, however, exports have settled around an average annual figure of 3.7 million pounds, and production averages about 122 million pounds.

The United States produces and consumes much more smoking tobacco than chewing tobacco, although the chewing tobacco export market is better. Approximately 250 million pounds of smoking tobacco is produced in the United States annually, and the annual exports amount to little more than a million pounds. The export market enjoyed great stimulation for a short period following the War, when about six million pounds were exported annually, but exports dropped to less than a million pounds in 1923 and did not return to normal until 1925.

The gradual and consistent increase in the consumption of snuff in the United States has been one of the marvels of the trade. Snuff production in 1928 amounted to 40,665,000 pounds, an increase of about 500,000 pounds over the production in 1927. Incidentally, the average annual increase since 1913 has been about 500,000 pounds. As no snuff of importance is exported, practically the whole production is consumed in the United States.

The following figures show the production of tobacco and snuff in the United States in 1926, 1927 and 1928:

	1926	*1927*	*1928*
Smok'g tobac'o	246,438,832	237,933,677	343,458,596(1)
Plug	109,766,342	103,918,416	(2)
Twist	9,179,089	7,988,281	(2)
Fine Cut	6,984,728	6,286,483	(2)
Snuff	38,226,725	40,197,123	40,655,395
Total Tobacco and Snuff	410,595,716	396,323,980	384,113,991

(1) Includes plug, twist and fine cut tobacco.
(2) Included in smoking tobacco.
Source: Reports of the Bureau of Internal Revenue.

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MARCH 15, 1929

VOLUME 49 No. 6

THE TOBACCO WORLD

BUILDING A GREAT INDUSTRY

===*On a Quality Basis*

Up to the time of the war with Spain the tobacco industry of the Island of Porto Rico remained in a stagnant condition. Seedings, transplantation, cultivation, harvesting were carried on by the growers as their fathers had done, and as their fathers before them.

The American occupation breathed into the moribund Porto Rican tobacco trade the living spirit of American enterprise. The new Island Government established a Department of Agriculture. Aided by the Department of Agriculture of the United States, an experimental station was started. Improvement of the entire industry was undertaken in a most vigorous fashion.

Remarkable improvements have been effected. Planting, cultivation and harvesting are now done under the most modern scientific conditions. All the natural superiority of the Porto Rican leaf has been brought out. Unique in its mild fragrance, this free burning tobacco fits in perfectly with the public demand for a mild cigar at a moderate price.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

WHY *are humidors made wooden-cigar-box shape?*

The best cigars
are packed in
WOODEN BOXES

Only men of means own humidors---men who smoke cigars constantly. Such men buy cigars carefully. They are particular about quality, size, shape, color and finish. They buy by the box---wooden box. They want the natural woody fragrance to enhance and condition the rich aroma of the cigars.

Humidor owners are the most permanent part of your dealers' "Box Trade,"---steady customers, usually staying with one brand. It is good business to pack your cigars in wooden boxes.

Cigars are smoked only by men who enjoy smoking---
not as a safety valve to nervousness

Volume 49

THE TOBACCO WORLD

Number 6

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, MARCH 15, 1929 — Foreign $3.50

GENERAL PRODUCES 752,000,000 CIGARS

ACCORDING to the annual report of the General Cigar Company the total production of the company (which is now operating a large new factory unit at Binghamton, N. Y., completed last year) was 752,000,000 cigars for the year 1928. This compares with production of 728,000,000 cigars in 1927, and 700,000,000 cigars produced in 1926.

Total domestic production of cigars in the United States for 1928 was 6,571,372,820, which indicates that the General Cigar Company last year produced approximately one-ninth of the total production of the country.

January, 1929, sales of the company were twenty-one per cent. ahead of the same month in 1928, the report states, while the quarter ending December 31, 1928, was the best in the company's history. Earnings for the year 1928 were not far short of the 1927 earnings, which was the best the company ever had.

Net profits for 1928 totaled $3,140,459, after deductions, which is equivalent to $6.84 a share on the 405,570 shares of no par common, after dividends on the 7 per cent. preferred. This compares with $3,366,136 for the year 1927, or $7.12 a share on the no par common. Gross profits have increased steadily during the past six years, from $9,889,129 in 1923, to $11,209,660 in 1928. The 1928 statement of the company shows assets of $22,959,605, while the 1927 statement listed assets at $21,437,753.

Production at the Binghamton factory is gradually being increased as more workers are trained for operation of additional machines as they are installed. The Binghamton plant now employs more than eight hundred persons, and this will be increased to about twelve hundred when full production is reached.

The production of the Binghamton factory will be approximately 125,000,000 cigars annually, and it is hoped that this figure will be attained by the end of this year.

SCHULTE-UNITED DEBENTURES OFFERED

Last week a new issue of $6,500,000. Schulte-United Properties, Inc., thirty year five and one-half per cent. sinking fund debentures were offered to the public by Otis and Company and Harris, Forbes and Company.

Each $1000 debenture carries an allotment certificate entitling the holder to receive on and after March 1, 1931, ten shares of the corporation's common stock.

The corporation was recently organized to acquire more than $8,000,000 of real estate to be used as sites for the Schulte-United chain of five-cent to one dollar stores.

TOBACCO TAX BILL INTRODUCED IN NEW YORK STATE

UNDER a bill introduced last week in the New York Legislature by Assemblyman, Louis A. Cuvillier, Democrat, the State would impose a tax of one cent on each package of cigarettes sold, three cents a pound on smoking and chewing tobacco, and ten cents on each box containing twenty-five or more cigars.

Additional revenue of between $50,000,000 and $60,000,000 a pear would be provided for the State through the enactment of the measure, according to Assemblyman Cuvillier.

"Governor Roosevelt and the Republican leaders are fighting over the tax reduction, and my bill would solve their troubles."

"A tax on tobacco and cigarettes is nothing more than a luxury tax, and I do not believe there would be any opposition to it on the part of the smokers. More and more women are smoking every day and this would afford them an opportunity to contribute toward the support of the State Government," said Mr. Cuvillier.

CANADA TO HAVE CUBAN CIGAR EXHIBIT

Word has been received by the State Department in Cuba from Arturo Sainz de la Pena, Cuban trade commissioner in Canada that a vitrine has been ceded to Cuba at the museum of the School of High Commerce of the University of Montreal, so that its products may be exhibited. Sr. Sainz de la Pena will also give a conference at the university on Cuba's commerce and industry.

OHIO TOWN BANS CIGARETTE POSTERS SHOWING WOMEN SMOKING

All posters in Arlington, Ohio, showing beautiful women "of the higher types" using cigarettes were taken down recently when the solons denounced the tobacco companies for their "efforts to fasten the cigarette habit on young women through clever posters," and demanded that the posters come down.

OLD NORTH STATE REDUCED

The Brown and Williamson Tobacco Company has announced that the trade price of "Old North State" cigarettes has been reduced to $6 a thousand, subject to the usual jobber's discounts. "Old North State" cigarettes are popular in certain localities of the country and the reduction in price should have a tendency to increase their sale.

UNION TOBACCO WARRANTS MAY BE EXCHANGED AFTER JULY 1ST

BEGINNING July 1, and up until December 31, of this year, dealers and jobbers who have been accumulating stock warrants of the Union Tobacco Company will have an opportunity to redeem them in certificates of common stock of the company. With this period less than four months away, the company has deemed it timely to advise its thousands of customers that full advantage should be taken of the opportunity to become stockholders in the Union Tobacco Company.

George J. Whelan's stock warrant plan, whereby it was proposed to distribute 300,000 shares of the common stock of the Union Tobacco Company to jobbers and retail dealers throughout the country, was first announced on June 11, 1928. The warrants for common stock are placed in each carton of "Melachrino," "Herbert Tareyton" and "Three Kings" cigarettes, and "Herbert Tareyton" smoking mixture.

This plan had a two-fold purpose; namely, to increase the profits to jobbers and retailers on all Union brands, and to secure the co-operation and support of all jobbers and retailers in creating an increased consumer demand for Union products. A tremendous interest has been shown to further this end, and as a result thereof, the success of the plan has now proven to be inevitable.

Since its inception, advertising promotional work of every description has been enlisted to aid jobbers and retailers in their untiring efforts to produce results both for themselves and for the Union Tobacco Company.

In the latter part of 1928, it was decided to have the common stock of the Union Tobacco Company listed on the New York Curb Market, and dealers were advised of this fact through inserts which are packed in the cartons of the various brands.

Also, in December, 1928, the Union Tobacco Company appointed the J. Walter Thompson Company advertising agents for "Herbert Tareyton" cigarettes. This resulted in the tremendous campaign which is being run at the present time in fifteen of the leading cities of the United States, exploiting the "Steady Nerves" feature of "Herbert Tareyton" cigarettes, in conjunction with which attractive advertising material on this brand, consisting of window displays, counter displays, posters, etc., has been made available to jobbers and retail dealers.

A national magazine advertising campaign of a far-reaching scope has also been in progress since September, 1928, on "Melachrino" cigarettes, and the increased sales results are most gratifying. It is possible, through the promotion and sale of this tremendously popular all-Turkish brand, for all tobacco merchants to considerably increase their profits, and advertising material in support of the magazine campaign is furnished jobbers and retail dealers to aid them in their promotional work.

It is unquestionably true that customers throughout the country have realized the importance to them of supporting the Union Tobacco Company in its stock plan. Since the plan is only effective until July 1, next, when the redemption period begins, it is very evident that little time remains in which to take advantage of the opportunity which has been afforded all jobbers and dealers to become stockholders in the Union Tobacco Company.

The company therefore urges tobacco merchants everywhere to double up on the efforts which have thus far been forth to secure as many of the stock warrants as is possible before July 1, 1929, for the additional profits which are and will be available must be apparent to all concerned. The nation-wide interest which this stock plan has stimulated is tremendous, and it is hoped that jobbers and retail dealers will realize the importance to them of obtaining their share of the warrants before it is too late.

AMERICAN CIGAR COMPANY ANNUAL REPORT

C. V. SEAMAN, treasurer of The American Cigar Company, has made the following report for the year ending December 31st, 1928:

During the year 1928 the Company acquired $1,498,400 of its preferred stock, of which stock it now holds in its treasury, $5,000,000. The total amount of stock now outstanding is $5,000,000 at par, of 6 per cent. cumulative preferred stock, and $20,000,000 at par, of common stock.

The net earnings for the year of American Cigar Company and all companies, all of whose stock is owned by American Cigar Company, after deducting all charges for expenses, management, Federal taxes, etc., were $2,767,078.97.

DEDUCT: Four quarterly dividends of 1½ per cent. each on preferred stock outstanding end of each quarter, aggregating $344,952. Balance applicable to surplus account, $2,422,126.97. Surplus December 31, 1927, $3,160,825.68. Balance $5,582,952.65.

DEDUCT: Four quarterly dividends of 2 per cent. each on $20,000,000 common stock, aggregating $1,600,000. Balance $3,982,952.65.

ADJUSTMENTS: Premium preferred stock purchases DR. $164,979.40. Excessive insurance reserves CR. $100,000. Balance $64,979.40. Surplus December 31, 1928 $3,917,973.25.

This statement of earnings includes only the dividends received from those companies, a part only of whose stock is owned by the company, but it includes the total net profits of companies, all of whose stock is owned by, or held in trust for, the company.

The balance sheet is herewith submitted.

American Cigar Company Financial Statement

(Consolidated with companies all of whose stock is owned by this company) December 31, 1928:

Assets

Real estate, machinery and fixtures, etc., (after deducting reserves for depreciation) $3,048,570. Brands, trade-marks, patents, goodwill, etc., $1. Leaf tobacco, manufactured stock, operating supplies, etc., $10,209,510.93. Bonds and stocks, $6,590,821.68. Cash $821,493.72. Cash on call, $6,200,000. Total $7,021,493.72. Amounts owing to this company by companies in which it, directly or indirectly, owns part of the stock, $564,385.62. Bills receivable, $541,404.95. Accounts receivable, $3,258,996.74. Prepaid insurance, interest, etc., $69,764.02. Total assets, $31,304,948.66.

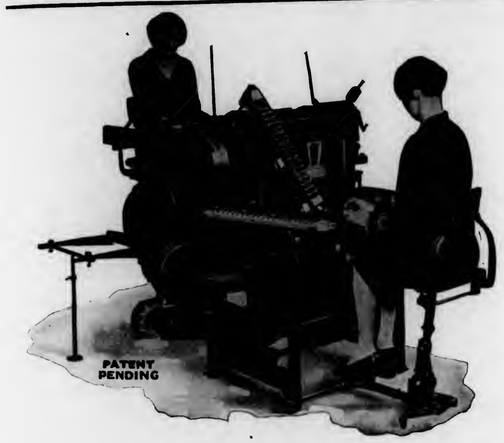
Liabilities

Capital stock, preferred, $10,000,000. Less stock in treasury, $5,000,000. Total $5,000,000. Capital stock, common, $20,000,000. Prov. for dividend, preferred stock, $75,000. Accounts payable, $1,738,551.45. Tax reserves, $426,149.55. Provisions for depreciation, actual of contingent, (other than on tangible property), insurance funds, etc., $147,274.41. Total liabilities, $27,386,975.41. Surplus, $3,917,973.25.

NEW JOBBER FOR PHILADELPHIA

A new wholesale and retail cigar and tobacco store will be opened at 2210 Market Street, by C. Bolen in the near future.

A Big-Paying Long-Filler Bunch Machine



Improved!

With Three Features That~

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The MODEL T UNIVERSAL Long-Filler Bunch Machine

(Blending Type)

For High-Grade Work

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and (with or without) an individual, direct-connected motor-driven Suction Fan. These hold the binder tightly against the rolling apron by suction, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and 1/4 H. P. Motor is

$2000

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Prices F. O. B., Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

CIGAR LEAGUE IN RECORD FORM

THE Cigar Industry League bowlers were in record form on the alleys last week when three new highs for the season were made.

The "Cinco" team set a season's three-game record of 2699 and won two out of three games from "Philadelphia Hand-Made." Yeoman, of the "Cinco" team, made a record individual three-game score for the season of 636.

A. N. Hirst and E. M. Hirst, of the "Philadelphia Hand-Made" team, set the pace in the opening game with scores of 201 and 212.

The "Harvester" team made a record score for a single game of 992, the best of the tournament. The "Harvester" team won two out of three from "Frings Bros." "Havana Ribbon" won two out of three from "Dutch Masters," and "El Producto" won two out of three from "Cremo."

The standing of the teams is as follows:

	W.	L.
Philadelphia Hand-Made	29	11
Cinco	23	17
Havana Ribbon	22	18
El Producto	25	15
Frings	20	20
Harvester	19	21
Dutch Masters	14	26
Cremo	8	32

LOUIS KING COMPANY MOVES FACTORY

The Louis King Cigar Company, manufacturers of the "King Perfecto" cigar, and formerly located at 9 Bank Street, have moved their factory equipment to 245 South Third Street, and are now located in much larger quarters in the building formerly occupied by the Cressman Cigar Corporation.

President G. M. Kahn, of the King Company, was a recent visitor to the Philadelphia factory and was accompanied by his son, Milton, who is a student at the Harvard University Law School, and who came down to the Philadelphia factory to get first-hand information regarding the manufacture of cigars. The King Company's brands enjoy a splendid sale in the New England States.

CONGRESS RE-ELECTS DIRECTORS

At the recent annual meeting of the stockholders of the Congress Cigar Company, all the retiring directors were re-elected.

NEW NOTE IN CONGRESS ADVERTISING

THE Congress Cigar Company has struck a new note in its advertising featuring the opinions of eminent medical men throughout the world who prefer the cigar to other forms of smoking tobacco.

In a newspaper advertisement published this week the Congress Cigar Company gives the opinion of Doctor C. Stanford Read, world-famous English physician, who states "The cigar is usually looked upon as a strong form of smoking and yet it contains much less nicotine than the cigarette. There is, however, good reason for believing that other products of tobacco smoke are more harmful than nicotine. . . . "

"Smoker's Throat" is a common name for a serious ailment—prevalent amongst smokers of forms of tobacco other than the cigar.

Its outstanding cause is "FURFURAL." Furfural is a by-product of smoking tobaccos which have been flavored or cured with such substances as glycerine, sugar, licorice and saltpeter. Furfural is most irritating to the mucous membrane of the nose and throat, and particularly when inhaled. For it not only sets up a condition that causes coughing, but, in addition, one that is most injurious to the nerves.

Cigars contain no such irritant. For the choice, full-flavored cigar tobaccos need no artificial flavoring. Cured by wind and sun, they are smoked as nature made them—mild, smooth, rich in taste and fragrance. Nor need cigars be inhaled to enjoy their flavor—for a cigar yields the greatest possible pleasure that can be obtained from tobacco and without inhalation. So its use brings none of the consequences that usually attend indulgence in other forms of tobacco—throat irritation, unsteady nerves, impaired digestion and other complaints common to smokers.

If you would feel better, with no cough or throat irritation, improved nerves, increased vitality and less of that tired feeling—*make this test for one week*—SMOKE CIGARS EXCLUSIVELY.

CLIFFORD BAYUK REPRESENTATIVE

E. T. Clifford, missionary man for Bayuk Cigars, Incorporated, in central New York State, has temporarily become manufacturer's representative for that company, succeeding James Murphy, former representative, who died suddenly a short time ago, with headquarters in Rochester.

H A V E A

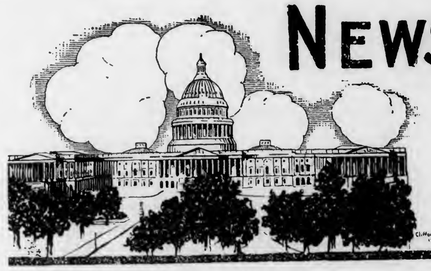
C A M E L

A social success

Camels come to the aid of the party . . . *any* party where the main idea is to be joyous and carefree.

CAMELS

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

MISUSE of the word "Tampa" in connection with cigars manufactured from tobacco grown in Pennsylvania and Porto Rico is to be abandoned by an unnamed cigar manufacturer under a stipulation just announced by the Federal Trade Commission. Under the policy of the commission the name of the manufacturer concerned is kept confidential, but the facts in such proceeding are made public in order to show the methods of competition condemned by the commission as unfair, for the guidance of the industry and protection of the public.

New Tobacco Section Established in Department of Agriculture

Establishment of a tobacco section in the Bureau of Agricultural Economics, United States Department of Agriculture, for the issuance of quarterly tobacco stocks reports as provided by the Tobacco Stocks and Standards Act passed at the last session of Congress for the establishment and promotion of standard grades for tobacco, and for the development of a tobacco grading and certification service, has been announced by Nils A. Olsen, chief the bureau.

The new section will be in charge of Charles E. Gage, who for several years has been tobacco statistician of the Division of Crop and Livestock Estimates and chairman of the bureau's outlook committee on tobacco. Associated with Mr. Gage, there will be F. B. Wilkinson, for several years engaged in the formulation of grades of tobacco, and J. V. Morrow, also engaged in tobacco standardization work.

The Tobacco Stocks and Standards Act authorizes and directs the Secretary of Agriculture to compile and publish quarterly reports of the stocks of leaf tobacco in the United States in the possession of manufacturers, warehousemen, brokers, and others. The Act also authorizes the secretary to establish the classification to be used in reporting leaf tobacco stocks.

The Agricultural Appropriation Bill for the next fiscal year also makes available $20,000 for inspection work on tobacco similar to that now conducted on fruits and vegetables, hay, butter, eggs, meat, and other commodities. Plans for the development of the tobacco inspection service have not yet been made but in all probability this work will be developed so far as practicable in co-operation with State agencies.

The first quarterly stocks report is to be issued as of April 1, 1929. Arrangements are being made to have Mr. Wilkinson and Mr. Morrow visit a large number of tobacco manufacturers in the next few weeks to explain the classification to be followed in reporting tobacco stocks.

New Tariff Bill Ready for New Congress

A complete tariff bill will be ready for Congress when the special session convenes April 15, according to Representative Hawley of Oregon, chairman of the House Committee on Ways and Means.

A proclamation issued by President Hoover called upon Congress to meet to deal with agricultural relief and "legislation for limited changes of the tariff." The President's reference to the tariff, however, is not interpreted as meaning that he desires the legislation to be considered by the special session to be confined to agricultural products but, rather, that he does not desire a general revision of all tariff rates.

The various sub-committees into which the Republican membership of the Ways and Means Committee has been split are now engaged in considering the testimony taken at the recent hearings, following which they will write new schedules in which changes will be made in rates where industries submitted convincing testimony of their needs for increases.

It is indicated by Representative Hawley that he will make every effort to have the tariff bill put through the House with a minimum of delay and he has expressed the hope that it may be passed by the House by May 1, although this would give but little time for consideration. The measure will not make similar speed in the Senate, however, as that body is far more deliberate in its movements and the finance committee undoubtedly will desire to hold hearings at which to secure additional testimony with respect to some of the rates adopted by the House.

Agricultural relief and tariff are tied together by the President because of his view that the farmers of the country can look to higher duties on agricultural imports for some measure of relief. It is not Mr. Hoover's desire to have legislation like the McNary-Haugen Bill, but rather to provide some means of helping the farmer to help himself without passing a greatly increased cost of living on to the consumers.

Employment Declines in January

Employment in the cigar and cigarette industry in January declined sharply while in the chewing and smoking tobacco and snuff industry an increase was shown, according to figures just compiled by the Bureau of Labor Statistics of the Department of Labor.

Returns to the department from 231 cigar and cigarette manufacturing concerns showed only 49,964 persons employed during the month, compared with 57,734 in December, with an aggregate weekly payroll total of $794,323, against $1,006,508, a decline of 13.5

(Continued on page 18)

"I light a Lucky and go light on the sweets

That's how I keep in good shape and always feel peppy."

Al Jolson

Al Jolson,
Famous comedian
and star of song.

Reach for a Lucky instead of a sweet.

Al Jolson, as he appears in Warner Bros. Vitaphone success, "The Singing Fool."

Something sensible. "Better to light a Lucky whenever you crave fattening sweets." It brings to men the health and vigor that come with avoiding overweight. To women it offers a slender, fashionable figure.

20,679 physicians have stated that Lucky Strike is less irritating to the throat than other cigarettes. Very likely this is due to toasting which removes impurities. This same process, toasting, improves and develops the flavor of the world's finest tobaccos. This means that there is a flavor in Luckies which is a delightful alternative for the things that make you fat. That's why "It's Toasted" is your assurance that there's real health in Luckies—*they're good for you!*

Keep fit—reach for a Lucky instead of a fattening sweet. That's what many men have been doing for years. They know the evidence of prominent athletes whose favorite cigarette is Lucky Strike and who say Luckies steady their nerves and do not impair their physical condition.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers

UNIVERSAL TOBACCO MACHINES HAVE WIDE DISTRIBUTION

G. C. SHERMAN, president of the Universal Tobacco Machine Company, of 40 East Thirty-fourth Street, New York City, announces that there are now several thousand model M Universal stripping and booking machines used in large and small cigar factories throughout the country.

The company, formed fifteen years ago, maintains a large factory in Newark, N. J., where, in addition to the model M, the Universal concern manufactures the Model L scrap bunching machine; the Model S, non-blending type, long-filler machine; Model T, blending type, long-filler bunch machine; Model C-3, three-plate wrapper register; Model J, leaf-counting device and the Model W, butt-cutting device.

Mr. Sherman states these machines have thorough distribution throughout the United States, some distribution in Central and South America and in Europe. A European salesmanager was engaged last year and he is doing excellently. This agent is making his headquarters in Germany for the present but is kept constantly on the move.

The popular Model M tobacco stripping and booking machine is being used by hundreds of small cigar manufacturing firms employing as few as three cigarmakers as well as those large firms producing millions of cigars monthly in the United States, Canada, England, France, Spain, Germany, Holland, Norway, Switzerland, Sweden, Philippine Islands and all other cigar-making companies throughout the world. It is simple in construction and is practically indestructible. It increases the cigarmaker's output from 35 to 50 cigars daily and prevents waste which is usually the result of hand-stripping. Torn leaves are stripped and booked satisfactorily without being scrapped.

This model machine with folding chair sells for $525. Individual motor drive equipment, including ¼ H. P. motor, is $100 extra.

The Model L Universal scrap-bunch machine is used by the manufacturer scrap cigars. It produces uniform good-conditioned scrap bunches at a minimum cost. It can be used in conjunction with automatic rolling machines and handles damp or dry tobacco with equally good results. It removes foreign substances from the tobacco such as thread, feathers, etc. The price is $950, complete with folding chair.

The Model S Universal long-filler bunch machine has been perfected and improved by the addition of a suction binder table and a direct-connected motor-driven suction fan. The machine is quickly and accurately adjusted to different sizes and conditions of filler. All parts are accessible and interchangeable and the machine does not require the services of an expert. The price is $1650. This machine is the non-blending type.

The Model T is of the blending type and blends or bunches one or more separate types of long filler, with the utmost speed and efficiency at a minimum of cost. According to Mr. Sherman, this machine produces well-conditioned, free-smoking bunches the equal of hand work. The cost of this machine, with individual motor, drive equipment and two chairs is $2000.

STROTHER ELECTED LORILLARD DIRECTOR

J. Strother Freeman, has just been elected to the Board of Directors of the P. Lorillard Company to succeed William B. Leonard, deceased.

FATHER'S DAY POSTERS READY

MANNIE FREEMAN, director of the Father's Day Committee, under the auspices of the National Board of Tobacco Salesmen's Associations, who has spent so much time and effort during the past four years in an endeavor to have the cigar and tobacco industry increase their profits by increasing the sale of cigars and tobacco products to be used as gifts for Father's Day, has sent the following letter to the trade urging them to place their orders for window posters as early as posible:

"Four years ago, Father's Day was evolved as a scheme to stimulate trade—among others, YOUR trade. Since then it has been observed every spring. The fact that it has continued proves that it has succeeded in its aim.

"Father's Day this year falls on June 16th. The week previous thereto holds great posibilities for increased sales of cigars and tobacco products. Have you stopped to consider, that by supporting the movement this spring, you will be banking on the stored-up prestige of four successive years? The public has been educated to know and look for this event.

"The only way the public can know of Father's Day is by YOUR advertising the fact and the official means of doing this is by using the posters provided by the Father's Day Committee.

"Last year, although the day was a success, subscription to the official advertising matter was not what it should have been. By ordering posters you will, in addition to helping your business, help the Committee to cancel its indebtedness.

"Remember: Each succeeding Father's Day has been bigger than the last. Let's make this one the biggest yet! You have often said the trouble with our industry is lack of co-operation. Now is your chance to kick in and show that you mean business.

"Send us your order at once for as many Father's Day posters as you can use and enclose your check at the rate of $35.00 per M. posters. Please make check payable to Father's Day Committee, E. M. Freeman, Director, and mail same with order to 73 Warren Street, New York City."

"Thank you.

"DO IT NOW!

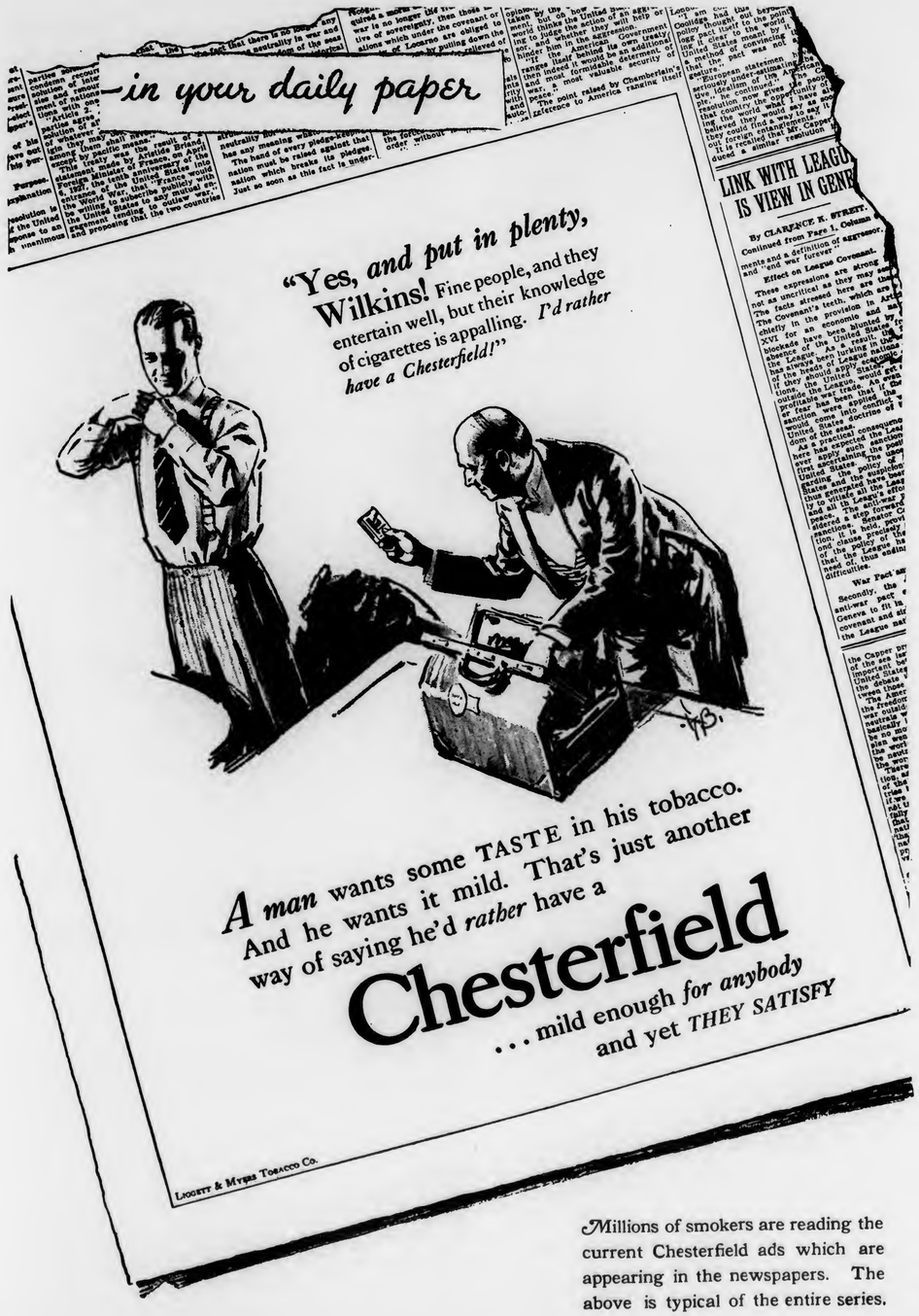
"Father's Day Committee."

ANOTHER STEP IN DEISEL-WEMMER-GILBERT PLAN

According to Samuel Gilbert, of the Bernard Schwartz Cigar Corporation, and of the Deisel-Wemmer-Gilbert Company, stockholders of the Bernard Schwartz Cigar Corporation will be offered to exchange their stock for stock in the Deisel-Wemmer-Gilbert Corporation on or about April 11th. The basis for the exchange will be determined at a directors' meeting to be held on or about March 25th.

U. S. TOBACCO EARNINGS

The United States Tobacco Company reports profit for the year 1928 of $2,660,390 after all charges and Federal taxes, which is equivalent, after preferred dividends, to $5.96 a share earned on 381,542 shares of common outstanding. This compares with $2,576,870, or $5.74 a share earned in 1927.


—in your daily paper
LINK WITH LEAGU
IS VIEW IN GENE
By CLARENCE K. STREET.
"Yes, and put in plenty, Wilkins! Fine people, and they entertain well, but their knowledge of cigarettes is appalling. I'd rather have a Chesterfield!"
A man wants some TASTE in his tobacco. And he wants it mild. That's just another way of saying he'd rather have a
Chesterfield
... mild enough for anybody and yet THEY SATISFY
Liggett & Myers Tobacco Co.

Millions of smokers are reading the current Chesterfield ads which are appearing in the newspapers. The above is typical of the entire series.

CAPPER-KELLY BILL FAVORABLY REPORTED

THE Committee on Interstate and Foreign Commerce of the House of Representatives has voted to receive the favorable report of its sub-committee on the Capper-Kelly Fair Trade Bill and, under a gentlemen's agreement of its members, to list the bill for action immediately the committee shall be organized in the new Congress.

Such an agreement was made possible by the fact that, with the exception of two minority Representatives, the membership of the committee will be unchanged.

Contemporaneously, Senator Capper proposes to press the bill, in the Senate, at the coming spring session to begin in April.

In the meantime, the complete report of the Federal Trade Commission's fact finding inquiry on the subject will be available and should furnish a basis and reason for expeditious action.

"CINCO" ENTERS RADIO FIELD AGAIN

Beginning Sunday, March 3d, Otto Eisenlohr & Brothers, Incorporated, began a new series of weekly broadcasts over station WPCH. The "Cinco" program is on the air from 6.30 to 7 P. M., each Sunday evening and the increase in orders for this popular brand would seem to be ample proof that the advertising is effective.

January sales of "Cinco" showed an increase of 39 per cent. over the same month last year.

J. R. BRADY IMPROVING

The many friends of J. R. Brady, better known as Jim, will be glad to learn that he is again showing improvement following an operation performed in the Presbyterian Hospital some time ago.

Complications arose a short time ago, but Jim is again showing improvement, although he is still confined to his bed, at his home, 3852 North Park Avenue.

AMERICAN CIGAR BRANCH MOVES

The Philadelphia branch of the American Cigar Company, formerly located at 243 South Third Street, has been moved to a new location at 1718 Vine Street, which is more centrally located than their former address.

The sales campaign on "Roi Tan" and "Cremo" brands is being pushed with good results.

SAM'S SMOKE SHOP OPENS

A new cigar and tobacco store opened for business this week at Southwest corner of Third and Market Streets, with a complete line of popular brands of cigars at cut prices. There are now three cigar stores on the corner of this street intersection—United Cigar store, a Post cigar store and the recently opened Sam's Smoke Shop.

AHRENHOERSTER HERE

Frank Ahrenhoerster, sales representative of the American Box Supply Company, of Detroit, Mich., is a visitor in this territory and reports business satisfactory.

Frank is still one of the high officials in the Separators Club.

NEW YORK STATE NEVER WILL STAND FOR CIGARETTE TAX

THE *New York American* printed the following editorial on last Wednesday in connection with the proposed tobacco tax bill recently introduced in the State Legislature by Assemblyman Cuvillier:

"There is now pending in the State Legislature at Albany a bill which should be KILLED promptly and EFFECTIVELY.

"A cigarette tax is a 'nuisance tax.' The public resents the so-called 'nuisance' taxes, and submits to them only in times of war or grave financial emergency, where every means of raising money for governmental agencies must be employed.

"On the 'nuisance' issue alone, the cigarette tax bill deserves defeat. Its proponents will compare it to the gasoline tax. There is no just comparison. The motorist who pays a two-cent tax when he buys a gallon of gasoline is DIRECTLY BENEFITED by the tax he pays. The money the motorist pays into the State Treasury is returned to him in the form of more and more improved highways over which he may ride in comfort and SAFETY.

"The money raised by the cigarette tax, on the other hand, would in NO WAY directly benefit the taxpayer.

"Judged solely on its merits and DEMERITS, the cigarette tax bill might reasonably be expected to fail of passage. Weighed in the light of its possible CONSEQUENCES the cigarette tax bill deserves to be killed as a menace to the rights of the people of the commonwealth.

"For the cigarette tax would be simply an ENTERING WEDGE for a host of similar 'nuisance' taxes. It would not be long until legislators would be proposing and enacting taxes on chewing gum, candy bars, lolly-pops, ice cream cones, hot dogs and what have you.

"A cigarette tax enacted into law in this State would mean, also, the creating of expensive administrative machinery for its collection. It would entail inspection, snooping, spying, raiding—and bootlegging. It would be prohibition enforcement all over again. Certainly the Empire State does not want that.

"A tax on cigarettes in New York would also mean that the State would be flooded with advertisements of mail order houses offering cigarettes delivered by your postman at prices below the prices your neighborhood dealer would, of necessity, have to charge."

GENERAL OPENS OHIO LEAF PLANT

The leaf tobacco plant of the General Cigar Company at Eaton, Ohio, has been re-opened following the seasonal lull, and approximately eighty persons will be employed in re-handling and table-sizing the leaf in a very short time.

In about three months' time the work of stemming will be started, at which time, approximately one hundred hands will be employed for the balance of the year.

A new sweat room has been constructed at the plant during the lull in operations and new heating equipment has been installed, thus insuring comfortable working conditions and a proper conditioning of the leaf.

ANDRUSS RETURNS FROM TRIP

WILLIS ANDRUSS, sales manager of the Congress Cigar Company, returned this week from a trip through the Southern States, which took him to the tip end of Florida, visiting distributors of the "La Palina" cigar enroute. Mr. Andruss took "time out" at Miami Beach for a short rest before his return.

ANOTHER WHELAN DRUG FOR PHILLY

Extensive alterations are under way in the building at Southeast corner of Eleventh and Chestnut Streets, and when they are completed the store will be occupied by another Whelan Drug Store.

Included in the store, of course, will be a United Cigar and Happiness Candy departments.

BARTH CIGAR COMPANY, INCORPORATED

The C. J. Barth Cigar Company has been incorporated in Illinois with a capital of $3000, to distribute and deal in cigars and other merchandise. The incorporators are Ann and C. J. Barth; and Harry D. Koenig. Correspondent, Koenig and Glick.

Headquarters of the corporation will be at 751 North Ogden Avenue, Chicago.

CUBA'S TOBACCO EXPORTS

An official report of the Cuban National Tobacco Commission puts the value of tobacco exports for the month of February at $3,177,748. The United States bought $1,736,687 of this total. Argentina, spain, and the United Kingdom were the next largest purchasers of Cuban tobacco.

GENERAL CIGAR DIVIDEND

Directors of the General Cigar Company, Incorporated, have declared regular quarterly dividends of $1 on the common stock of the company, payable May 1st to stockholders of record April 16th, and $1.75 a share on the preferred stock, payable June 1st to stockholders of record May 21st.

UNITED PROFIT SHARING CORPORATION

A semi-annual dividend of fifty cents a share has been declared by the board of directors of the United Profit Sharing Corporation on the preferred stock of the company, payable April 30th to stockholders of record March 30th.

BRITISH-AMERICAN NEGOTIATIONS OFF

Advices from Oslo, Norway, state that the prolonged negotations between the British-American Tobacco Company, and Norwegian tobacco interests have broken down and competition between the two groups has been resumed.

COCHRAN IN YORK COUNTY

H. B. Cochran, representing the Petre Lithographing Company, is calling on his many customers in York County this week, and obtaining some very satisfactory orders.

The C. E. Bair, cigar factory at Wrightsville, Pa., which has been closed for a short time due to the season lull has resumed operations on full time.

POSTMASTER CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Treasurer
ASA LEMLEIN, New York, N. Y.	Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.	

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City	Secretary and Treasurer

CIGAR OPPORTUNITIES

A GOOD cigar salesman finds many opportunities every day to say a few words about his cigars. Salesmanship does not consist of merely asking people to buy cigars or even to buy a box of cigars; it is a matter of saying something nice about a certain cigar, how well it is running—how fast it is selling—how well it is pleasing customers. A little boost here and a little boost there—helpful constructive work—real salesmanship—followed steadily day in and day out, will have a very powerful influence and be cumulative in effect—constantly making new customers and cementing old ones because a smoker buys, tries and smokes a cigar largely on the strength of the recommendation —to a greater extent than on any other article of merchandise. What he wears and what he eats is usually a matter of his own particular taste or inclination at the moment of purchase, but with cigars he responds to suggestion more readily and goes a good deal on what is *said* about a cigar. In other words he is influenced by what he *hears* about the cigar, and if it is the type of cigar he likes and *if the quality measures up to what he has been told, he becomes a permanent customer.*—*United Shield.*

HERE'S A GOOD SUGGESTION

Trinidad washwomen in Havana laundries are to be distinguished from their swarthy sisters from Haiti and Jamaica not by the clothes worn or by accents, but from their manner of smoking their cigarettes.

It is a custom wtih these Trinidad ladies to smoke their cigarettes with the lighted end in their mouth where the smoke does not get in their eyes and where the ashes cannot fall on freshly laundered shirts.

It is reported that a Winston-Salem youth says he is going to stop smoking cigarettes because it is getting too effeminate.

CANADA EXPORTS DECLINE

The exports of tobacco from Canada fell off over 50 per cent. during the fiscal year ended March 31, 1928, thus indicating that the exports during the preceding fiscal year, which were nearly double the value of the year before, constituted an abnormal increase instead of an increase justified by the growth of the tobacco industry in Canada. (American Consul, Romeyn Wormuth.)

SPIC & SPAN CIGAR AND CANDY COMPANY

The Spic and Span Candy and Cigar Company has been incorporated in New York City by I. Lowenbraun, of 225 West Thirty-fourth Street, to deal in cigars, etc. Capital is $5000.

SCHULTE-UNITED DIVIDEND

Directors of the Schulte-United Stores Company have declared an initial quarterly dividend of $1.75 a share on the preferred stock of the Company, payable April 1st to stockholders of record March 20th.

CENT-A-SMOKE CORPORATION ORGANIZED

The Cent-A-Smoke Vending Corporation has been organized in New York City, with a capital of $50,000, by J. F. Sullivan, 52 Vanderbilt Avenue.

AMERICAN CIGAR EARNINGS

Net profit of the American Cigar Company, after charges and Federal taxes for 1928, amounted to $2,767.079.

N. C. MAY TAX NEWSPAPER ADS

THE joint Senate and House Finance Committees, of North Carolina has voted to levy a special tax on newspaper advertising as a means for a new source of revenue for the State.

The motion to this effect was made by Assemblyman Hart, Democrat, of Anson, N. C., and the committee voted unanimously to include such a section in the bill it will report to the House and Senate. Mr. Hart, in making his motion, said that the proposed bill would tax outdoor advertising, and he thought it should also tax newspaper advertising.

No definite idea as to the form the tax should tax was advanced in the committee. A sub-committee has been appointed to draft the section, and is composed of State Senator Makepiece, of Lee, N. C., and State Representative Hood, of Wayne, N. C., Democrats, and Representative Gwyn, Republican, of Rockingham.

ALLENTOWN DEALER PASSES AWAY

Harry Reinsmith, who for many years conducted the cigar store at 145 Hamilton Street, Allentown, Pa., passed away at his home, 338 North Second Street, recently, following a prolonged illness.

Mr. Reinsmith had been ill for more than a year, and had been confined to his home for more than six months prior to his death.

Mr. Reinsmith was born in Allentown and had been a resident there for sixty-five years.

He is survived by his widow, Sarah; one son, J. Arthur, and two daughters, who all reside in Allentown.

CLOSE RACE IN CIGAR COMPANY LEAGUE

A very close race is being staged in the El Producto Company league with three teams: Salesmen Green, Main Office, and Factory Office tied for first place last week.

The Freight Department and Auditors Department are tied for second place, and each is two games behind the leaders.

Brown of Factory Office last week had high three games with 559, also high single with 235. McCoach, of Salesmen Red, had 207. Carden, of Factory Office, had 201. Liebrecht, of Factory had 217, and his teammate, Augatis, had 209. Jurgatis, of Freight, had 206.

NEW SAN FRANCISCO FACTORY

Charlie Applefield, formerly connected with the manufacturers of the "St. Francis" cigar in San Francisco, has severed his connection with that firm upon the removal of their factory to Los Angeles, and will soon open up a factory of his own in San Francisco to manufacture the "Manxman" cigar. Mr. Applefield has an excellent reputation among the retail trade in San Francisco as a cigarmaker, and prospects are bright for his success.

A new cigar stand to be known as the Sylvania Cigar Stand is to be located at 2401 North Thirty-third Street, this city.

The cigar business of H. Dachert, 5200 Warren Street, has been sold to F. Bottorf.

The Bala-Cynwyd Drug Company has been incorporated with a capital of $20,000, by Paul Engelsberg, 5060 City Line Avenue, to sell cigars, etc.

MANILA NOTES

The Philippine Tobacco Company, 327 North Avenue, 61 Los Angeles, Cal., with New York offices at 253 Broadway, reports sales away ahead of the same period of last year on the "Vamp" and "La Frances" brands of Manila cigars, owned by that firm. The perfecto size in each brand has been in greatest demand, according to the New York offices.

"Reynaldo," "Tiona" and "Knowledge," the well-known Manila brands owned by S. Frieder & Sons, Cincinnati, Ohio, with eastern warehouse at 413 East 34th Street, New York City, are well satisfied with the start made this year on the three brands. The demand is especially keen in the middle west where the firm maintains a large staff for promotion of these mild smokes.

Henry Mueller, Henry W. Peabody representative, at 17 State Street, says he just has time to say "hello" to New York City and then he's off on a trip. After returning from an upstate trip recently he was informed that it was time for him to make his annual junket through the middle west. He left last week, stopping in Pittsburgh enroute to Ohio and Indiana where he expects to renew acquaintance with many old friends in the jobbing trade. He will be away about three weeks. In his absence Irving Waterman will "hold the fort" at 17 State Street.

G. A. Gumbrecht, manager of the San Francisco office of Henry W. Peabody & Company, was a recent New York visitor. Mr. Gumbrecht is making a tour of the eastern states and has recently covered the territory in the middle west. He declares that tobacco has been so uniformly high that there are possibilities for the use of Manila in filler for many brands of five cent cigars. Business has been fair in all branches of the trade in the west, according to Mr. Gumbrecht.

E. F. Pipe, manager of the New York office for Ca Gral de Tabacos de Filipinas, 80 Wall Street, says that his company's brand, the "Isabela," distributed through several large jobbers in the west, is doing very well. The United Cigar Stores Company of America, has more than doubled its sales on the "Isabela" as compared with the same period of year ago, states Mr. Pipe. The United officials are very enthusiastic over the "Isabela," he says, and have given it big promotion with a consequent jump in sales.

C. A. Bond, manager of the Manila Ad Agency, 15 William Street, New York City, made a short trip recently to Washington.

GET POTTSTOWN TOBACCO ROBBER

On Wednesday night, last week, Peter Brandon, twenty, of Reading, Pa., was arrested by State police and is said to have confessed to robbing the warehouse of the M. L. Moyer Tobacco Company, of Pottstown, on September 7, 1928. He is also said to have implicated Thomas Conroy, of Reading, who was arrested as receiving the stolen goods.

MENGEL COMPANY EARNINGS

Profit of the Mengel Company for the fourth quarter of 1928, after deductions for expenses, depreciation and interest, but not Federal taxes, amounted to $212,650.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

CIGARS ARE THE MOST ENJOYABLE AND LEAST IRRITATING FORM IN WHICH TOBACCO CAN BE SMOKED

in the expert medical opinion of

DOCTOR LEON BIZARD

Laureate of the French Academy of Medicine

The world's leading medical authorities endorse the cigar in La Palina's Spring 1929 Advertising Campaign—in large circulation newspapers everywhere—winning a greater appreciation, not alone for La Palina, but for every other cigar that is sold today.

LA PALINA

CENSUS OF MANUFACTURES, 1927.

Tobacco and Snuff

Washington, D. C. March 14, 1929.

THE Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the establishments engaged primarily in the manufacture of chewing and smoking tobacco and snuff in 1927 reported such products to the value of $192,298,013, together with miscellaneous products valued at $5,946,664, making a total of $198,244,677. The value of tobacco and snuff shows a decrease of 6.3 per cent. as compared with $205,186,249 reported for 1925, the last preceding census year. (These values include internal revenue taxes.)

In addition, chewing and smoking tobacco and snuff are manufactured to a considerable extent by establishments classified in the "Cigars and cigarettes" industry. The value of such products thus made outside the industry in 1927 was $75,361,417. Combining this amount with $192,298,013, the value of tobacco and snuff made in the industry, gives $267,659,430 as the total value of chewing and smoking tobacco and snuff manufactured in the United States, as reported to the Bureau of the Census.

Of the 159 establishments reporting for 1927, 28 were located in Pennsylvania, 25 in Ohio, 19 in Kentucky, 18 in New York, 10 in Tennessee, 9 in Illinois, 8 in Indiana, 7 in Virginia, 6 in Missouri, 6 in North Carolina, 4 in Massachusets, 4 in Wisconsin, 3 in Iowa, 3 in New Jersey, 2 in Michigan, and 1 each in California, Connecticut, Delaware, Louisiana, Minnesota, Texas, and West Virginia. In 1925 the industry was represented by 178 establishments, the decrease to 159 in 1927 being the net result of a loss of 34 and a gain of 15. Of the 34 establishments lost, 20 went out of business prior to 1927, 3 were idle throughout the year, 1 reported commodities other than tobacco and snuff as its principal products and was therefore transferred to the appropriate industry, and 10 reported products valued at less than $5000. (No data are tabulated at the biennial censuses for establishments with products under $5000 in value.) The 15 establishments gained, reported for the first time at the present census.

The statistics for 1927 and 1925 are summarized in the following table. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns.

	1927	*1925*	*Per cent. of decrease*
Number of establishments	159	178	—10.7
Wage earners (average for the year)[1]	13,125	15,024	—12.6
Wages[2]	$10,661,420	$12,184,749	—12.5
Cost of materials, factory supplies, fuel, and purchased power, total[2 3]	85,310,438	94,418,640	—9.6
Materials and supplies	$84,667,510	(4)	
Fuel and power	642,928	(4)	
Products, total value[2 3]	198,244,677	216,186,417	—8.3
Chewing and smoking tobacco and snuff[5]	$192,298,013	$205,186,249	—6.3
Other products	5,946,664	11,000,168	—45.9
Value added by manufacture[6]	112,934,239	121,767,777	—7.3
Horsepower	16,566	17,541	—5.6

[1] Not including salaried employees.

[2] The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, insurance, and advertising.

[3] Internal revenue taxes included in value of products, but not in cost of materials.

[4] Not reported separately.

[5] In addition, tobacco and snuff to the value of $75,361,417 for 1927 and $73,529,731 for 1925 were reported as secondary products by establishments engaged primarily in the manufacture of cigars and cigarettes. The combination of these amounts with those shown above gives $267,659,430 and $278,715,980, respectively as the total values of chewing and smoking tobacco and snuff manufactured in 1927 and 1925. The annual reports of the Bureau of Internal Revenue, Treasury Department, show the quantities of tobacco, and snuff manufactured.

[6] Value of products less cost of materials, factory supplies, fuel, and purchased power.

NEW YORK CIGAR BOX FIRMS MERGE

THE Charles Stutz Company one of the oldest cigar box manufacturing firms in New York City, is liquidating its assets, and the business will be combined with that of the Brooklyn Cigar Box Company, Incorporated, at 692 Metropolitan Ave., Brooklyn.

Jacob Laux, president of the Charles Stutz Company, will become associated with the Brooklyn Cigar Box Company, as treasurer, and Jay J. Laux, his son, will become secretary of the Brooklyn firm. Adolph Ungar is president of the Brooklyn Company and will superintend manufacturing operations.

The members of the two firms are well known in the industry in and about New York City, Mr. Ungar having been formerly connected with Wm. Black and Company and Mr. Laux having been at one time connected with the Wicke Box Company.

PORTO RICAN CROP SATISFACTORY

According to a radiogram from Assistant Trade Commissioner, J. R. McKey, San Juan, P. R., to the Department of Commerce at Washington, the harvesting of early tobacco has been progressing for several weeks. The results of the crop appear satisfactory as to production per acre and highly satisfactory as to quantity. The development of later plantings is hampered by the lack of rainfall, and the final result of the crop is still largely dependent on the weather and adequate sheds for curing. Present indications point to a crop some 20 per cent. smaller than that of last year and of general good quality. As very little marketable tobacco of the old crop remains unsold the tobacco outlook is regarded as satisfactory at this time.

INDIANA PAPER HELPS DEFEAT TOBACCO TAX LEGISLATION

INDIANA has been the field of some strange and pernicious influences. The Volstead vic- heartened certain elements, who have indi- and pernicious influences. The Volstead victory The Terre Haute *Tribune* deemed it time for someone in the state to take a position in this crisis, even if alone and confronted with some strange and ominous opposition.

The campaign had set in. Newspapers were being furnished with "health" articles on the use of tobacco. Lecturers were appearing here and there in schools who under the guise of "health," "physical culture" and "backward students" discussion, were putting over anti-tobacco lectures.

The death of the tobacco tax in the Indiana Legislature has been accomplished, and it looks like there is a return to sober thinking and direction of Indiana affairs with more regard for fundamental liberty.

The Indiana House of Representatives indefinitely postponed further consideration of the bill providing for a tax on tobacco. The vote was 36 to 34, and it is generally accepted that this kills the measure. It was predicted that any final vote on the bill would have been much more decisive against it. The discussions on the measure made it plain that Indiana is headed in the opposite direction from such nuisance tax. This piece of legislation was especially pernicious for the reason that it proposed an organization of tax collectors for this special tax. While this class of taxation is less and less tolerated, it was realized that the state could have no control over interstate shipments of tobacco, and that while Indiana would have the statute on her books, concerns outside of the state would have the tobacco business. The *Tribune* in previous consideration of this matter showed where a tobacco tax has been rejected by thirty-one states. Such picayunish tax policies are not reconcilable to modern business, and the Indiana Legislature does itself credit by going on record against them. Special taxes are only justified by actual emergencies. When applied to commodities and necessities of everyday life, they are not only irksome, but they are out of spirit with conception of this government and the comfort and content of the citizenship.

TAMPA PRODUCTION INCREASES

According to figures of the Internal Revenue Department, total production of cigars in Tampa, Fla., for the month of February was 31,029,970, an increase of approximately 4,000,000 cigars over the production for the month of January.

Production by classes was as follows: Class A 9,306,490; Class B 540,220; Class C 15,012,440; Class D 5,968,880, and Class E 200,940.

HELME DIVISION MANAGER KILLED

Charles I Middlebrooks, of Macon, Ga., division manager of the George W. Helme Company, was killed in an automobile accident on February 22d, near his home. Mr. Middlebrooks had been associated with the George W. Helme Company for a long time and was highly regarded by the Company. He supervised sales in the Florida and southern Georgia territories and had worked his way up from a retail clerk.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

PHILIPPINE OUTLOOK SATISFACTORY

Based on radiogram from Assistant Trade Commissioner, Harvey Rohrer, Manila, P. I., January exports of leaf tobacco totaled 4,718,000 pounds, as against 1,084,000 in the corresponding month last year. Spain was the heavist buyer, taking 60 per cent., and the United States second, with 10 per cent. of the total. Exports of cigars to the United States amounted to 13,178,000, approximately one-fourth less than the December figure.

INITIAL DIVIDEND ON TOBACCO SHARES

The Board of Directors of the Tobacco Products Corporation has declared an initial dividend of thirty-five cents a share on the new common stock ($20 par value). This is equal to $7 a year on the old stock, which was split five for one a short time ago, and which paid $8 annually at that time. The present dividend is payable April 15th to stockholders of record March 25th.

G. W. HILL ON VACATION

G. W. Hill, president of the American Tobacco Company is spending some time on vacation in Europe. He expects to visit several points on the Continent before his return.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

INDUSTRIAL BANK:—45,417. For cigars, cigarettes, cheroots, and chewing and smoking tobacco. J. M. Anthony & Co., Providence, R. I., February 28, 1929.

PACK-O'FIVE:—45,418. For cigars. Nic. J. Bartelsman, East Dedham, Mass., February 26, 1929.

NORTH STATION-BOSTON GARDENS:—45,421. For cigars, cigarettes and tobacco. H. J. Alberts, Boston, Mass., February 23, 1929.

LINCOLN'S INN:—45,422. For cigarettes and tobacco only. Faber, Coe & Gregg, Inc., New York, N. Y., March 1, 1929.

TRANSFERS

MISSION BELLS:—27,922 (U. S. Tobacco Journal). For cigars and cheroots. Registered November 25, 1903, by Ben S. Jarrett, Los Angeles, Cal. Through mesne transfers acquired by Sol Eisenberg, Los Angeles, Cal., and re-transferred to Golden State Box Factory, Los Angeles, Cal., February 23, 1929.

LA FLOR DE MISSION:—25,937 (U. S. Tobacco Journal). For cigars and cheroots. Registered September 16, 1902, by Ben S. Jarrett, Los Angeles, Cal. Through mesne transfers acquired by Sol Eisenberg, Los Angeles, Cal., and re-transferred to Golden State Box Factory, Los Angeles, Cal., February 23, 1929.

NATIONOLA:—37,169 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered January 10, 1912, by Julius Bion Co., New York, N. Y., and transferred by Consolidated Litho. Corp., successor to the registrant, to J. O. Snyder Cigar Co., Yoe, Pa., February 20, 1929.

FRENCH PROFIT FROM TOBACCO IS ABOVE DEBT

France's profit on her tobacco monopoly is more than enough to pay her war debt to the United States.

Cigarette and pipe smokers buy of the Government $160,000,000 worth of goods and the Government makes a profit of four-fifth of the total receipts.

France's war debt to American under the unratified Berenger agreement is a little more than $4,000,000,000 and the interest over the sixty-two years in which she was to pay runs it up close to $7,000,000,000, or an average of $110,000,000 a year, decidedly less than the Government's yearly profit on tobacco smoke.

Not many years ago there was much talk of turning over the tobacco monopoly to private industry, particularly to an American group, in order to modernize it and to get greater profit. Spurred by criticism, the Government appointed a business men's committee, presided by Andre Citroen, the principal automobile maker of France, which suggested reforms some of which have been adapted to the great advantage of the Government's pocketbook.

Great increase in smoking, aided by the active cooperation of women, has helped the receipts, which have been growing rapidly each year while better methods have continued to reduce expenses.

Probably a big factor in the immense profit is the fact the Government owns warehouses, plants and equipment on which there are no charges and the Government pays no taxes.

News from Congress

(Continued from page 8)

per cent. in employment and a drop of 21.1 per cent. in weekly payroll totals. As compared with January, 1928, employment dropped 4.8 per cent. and payroll totals declined 10.7 per cent. Per capita earnings of workers in the industry were 8.8 per cent. below December and 6.2 per cent. under January a year ago.

Reports from twenty-nine chewing and smoking tobacco and snuff establishments showed 9032 persons at work during the month, against 8922 in December, a gain of 1.2 per cent. Aggregate weekly payroll totals at $149,146 increased 3.9 per cent. over the $143,500 for December. As compared with January last year, however, employment dropped 7.2 per cent. and payroll totals 4.7 per cent., per capita earnings of workers in the industry being 2.7 per cent. above December and 3 per cent. over January, 1928.

Possibility of Further Tax Reduction

Possibilities of a further reduction in taxes at the next session of Congress are foreseen by Secretary of the Treasury Mellon, who recently expressed the belief that should present prosperity be maintained, Government revenues would reach a total which may make reductions possible. However, until the March 15 income and corporation tax returns have been tabulated and the revenue productivity of the 1928 Act ascertained and other information regarding appropriations to be made by the special session of Congress, the Treasury will have no definite plans for the future.

The danger of heavy appropriations at the coming special session of Congress, however, leads some officials to believe that a tax cut next December will be impossible. If a $500,000,000 revolving fund for agriculture is set up, it would increase Governmental expenditures materially. While the funds no doubt would be obtained through a long term bond issue, the financing of the issue, including interest and retirement, would add from $40,000,000 to $50,000,000 annually to public debts costs for a long period. Increased appropriations for the naval program, flood relief and additional funds for buildings also are matters that must be considered, especially in the regular session which next December. Because of the possibility of heavy appropriations by Congress, Treasury officials are reluctant at this time to fourecast definitely whether any steps will be taken toward tax reduction next year.

TWO NEW DIRECTORS FOR AMERICAN CIGAR COMPANY

At the meeting of the stockholders of the American Cigar Company, held last week, C. A. Penn, vice president of the American Cigar Company, and David Weiss, assistant to Nathan Weiss, also a vice president of the Company, were elected to the Board of Directors to serve for three years.

Nathan Weiss, vice president, and O. C. Schneider, head of the clear Havana department of the Company, were also re-elected to the Board for three years.

The two new members of the Board were elected to fill existing vacancies. There was no change in the officers of the Company.

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VOLUME 49 No 7

THE TOBACCO WORLD

Soon To Be Harvested

The Porto Rican tobacco crop is nearing maturity. Replanted after the hurricane of last September, favored by unusually good weather, the hills and valleys of the tobacco plantations now exhibit what is said to be the highest quality crop the Island has ever grown.

Porto Rican tobacco is indispensable to a good, mild cigar. Grown in a soil free from the chlorines that impregnate many other tobacco growing lands, the Porto Rican leaf is exceptionally mild and free burning. More and more manufacturers, jobbers and dealers in the States are using it either as a complete filler or as a blend, until today it is one of the Island's leading exports.

The growers of Porto Rico have worked wonders in meeting the emergency created by the hurricane. The long succession of clear sunlit days with which Nature has since favored the Island has largely aided the efforts of the growers. Yet due to the increasingly heavy demand the crop is likely to be short.

Cover Your Needs Now

Place your orders now while they are sure of being accepted. Do not delay.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Most men choose cigars
like sweethearts and wives—
ON LOOKS

GOOD-APPEARING cigars are their own best salesmen. Packed in wood, they show to best advantage.

It is scarcely good business to hide the product's most appealing points—color, workmanship, size and shape; to prevent the customer from being persuaded by the things that would make him buy; to add to his difficulty in selecting.

Wooden boxes display cigars so the whole cigar can be seen—not just the end that isn't going to be smoked. It is good business to pack your cigars in wooden boxes.

Oh, 'tis well enough
A whiff or a puff
And the heart of a pipe to get;
And a dainty maid
Or a budding blade
May toy with a cigarette;
But a man, when the time
Of a glorious prime
Dawns forth like a morning star,
Wants the dark-brown bloom
And the sweet perfume
That go with a good cigar.
—Norris Bull

The best cigars
are packed in
WOODEN BOXES

Volume 49 **THE TOBACCO WORLD** Number 7

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year PHILADELPHIA, APRIL 1, 1929 Foreign $3.50

"ODIN" TO BE MADE BY GILBERT CORPORATION

SAMUEL T. GILBERT, president of the Deisel-Wemmer-Gilbert Corporation, recently announced that his company had contracted with the Odin Cigar Company to manufacture the entire output of the Odin Company, which produces the "Odin" five-cent cigar.

The contract calls for a minimum production of 30,000,000 cigars a year, and is the largest contract in the history of the cigar industry, according to Mr. Gilbert.

By accepting this contract, it will necessitate the operation of the north and south side factories of the Deisel-Wemmer-Gilbert Corporation plants in Lima, Ohio, on day and night shifts at full capacity.

At a conference in Detroit, participated in by Mr. Gilbert, R. O. Brandenburg, president of the Odin Cigar Company, and other officials of both companies, it was agreed that the entire production of "Odin" cigars would be made in the Lima factories.

The plant of the Odin Company will remain idle for the present.

ANOTHER UNIT FOR BROWN & WILLIAMSON

The Brown & Williamson Tobacco Corporation, of Louisville, Ky., announces that ground will be broken immediately for the erection of a large addition to their plant at Sixteenth and Hill Streets. This addition will be the third unit at this location. The second unit, a five-story building, is rapidly nearing completion, and another story is to be added to the four-story first unit.

The new unit will be three hundred feet long, and a cafeteria for employees will be included in the basement.

The steady demand for "Raleigh" cigarettes is given as the reason for the addition of the third unit to this already large plant.

SCHULTE STORE BURNS IN SCRANTON

Damage estimated at $100,000 was caused early on March 25th by a fire originating in the Schulte Cigar Store at Lackawanna and Wyoming Avennes, Scranton, Pa., and spreading to four other stores in the building.

Several firemen were slightly burned by flames from a back-draft.

NEW FACTORY FOR TRENTON

The Madler Cigar Company, has received bids for the construction of a new cigar factory building on South Clinton Avenue, Trenton, N. J., and construction will be started in the very near future. The building will be twenty-five by one hundred feet, and three stories in height.

AMERICAN TOBACCO SETS NEW RECORD

New York, March 14.

AMERICAN Tobacco Company made public today its earnings for 1928, setting a new high mark both in sales and profits.

Record net earnings of $25,066,299 an increase of $1,756,610 over 1927, were largely the result of the great increase in the sales of "Lucky Strike" cigarettes, coincident with the most extensive newspaper advertising campaign ever undertaken in behalf of an American product.

The cut in cigarette prices in the spring of 1928 would have reduced earnings by millions of dollars if sales had not been largely increased. But public appreciation of the improvement in the process of manufacture by the application of heat known as "Toasting" so increased sales that all of this loss and more was made up.

George W. Hill, president of the American Tobacco Company, states that the great gains in the sale of "Lucky Strike" cigarettes, which were recorded all through 1927 and 1928, are continuing in the first months of 1929.

Earnings for the year on American Tobacco common stock were $11.19 per share, as compared with $10.29 in 1927. After the payment of dividends of $6 per share on the preferred stock and $8 per share on the common stock to more than 30,000 stockholders, there was carried to surplus $6,229,279, bringing the surplus up to $45,650,521.

The company's balance sheet shows a very strong position. In order to meet the enlarged demand for "Lucky Strike" cigarettes, plant investment was increased by $1,982,256 to $11,443,116; and tobacco, manufactured stock and supplies to $91,385,292, an increase of $5,564,962. Cash on hand was increased by $2,273,636 to $17,033,608.

The Treasurer's Report to the Stockholders of The American Tobacco Company of New Jersey.

The treasurer respectfully submits the following financial report of your company, for the year ended December 31, 1928.

As required by the trust indenture of October 20, 1904, the Guaranty Trust Company, trustee, purchased and cancelled 6 per cent. gold bonds of this company of the par value of $13,000, the cost of same being $15,365. The difference between par value and cost of the bonds so purchased has been written off as an expense.

Common stock B of the par value of $1650 was issued during the year in retirement of scrip and dividend certificates which had previously matured, but had not been presented for retirement.

The statement of earnings includes only the dividends received from those companies a part only of

(*Continued on Page 17*)

CHARLES G. BONDY DEAD

CHARLES G. BONDY, son of Richard C. Bondy, vice-president of the General Cigar Company, passed away in Amsterdam, on March 17th following an attack of influenza of only a few days.

Charles Bondy had been associated with the forces of the General Cigar Company for only a short time, having recently been graduated from Yale University, and for the purpose of familiarizing himself with the cigar business in every detail had traveled to Amsterdam in company with Fred Hirschhorn, president of the company on February 22d, to attend the Sumatra tobacco inscriptions.

Mr. Hirschhorn returned immediately to New York with the body of Mr. Bondy.

The Tobacco World joins the many friends of Mr. Bondy in extending to him and his family our sincere sympathy in this great loss.

CHARLES BOCK DIES IN PITTSBURGH

Charles Bock, retired president of the Bock-Stauffer Company, cigar distributors of Pittsburgh, Pa., died on March 15th in the Suburban Hospital in that city, where he was undergoing treatment for blood poisoning resulting from an infected leg.

Mr. Bock was widely known in Pittsburgh territory where he had been connected with the jobbing business for many years, and president of the Bock-Stauffer Company for seventeen years.

Mr. Bock retired from active business only a short time ago when the Bock-Stauffer Company was merged with L. Goldsmit & Bro., under the firm name of the Goldsmit-Black Company.

He is survived by his widow; two sons and two daughters. He was fifty-eight years old.

MENGEL BOX COMPANY REPORT

Preliminary report of the Mengel Box Company, of Louisville, Ky., for the year 1928, shows profits of $993,796 after expenses, depreciation and interest, but before Federal taxes. This compares with profit of the previous year of $567,184 on the same basis.

Profit for the fourth quarter of 1928 was $212,650 before Federal taxes, compared with $159,877 in the third quarter of the same year, and $272,631 in the second quarter.

On December 31, 1928, there were outstanding 33,603 shares of seven per cent. preferred stock of $100 par value; 4,453 shares of common stock of $100 par value, and 222,188 shares of no par common. Unfilled orders as of February 1, 1929 totaled $3,598,000, as compared with $2,724,000 on the same date in the previous year.

MENDELSOHN IN PORTO RICO

Joseph Mendelsohn, vice president of the Stern-Mendelsohn Company, leaf tobacco dealers of New York City, is in Porto Rico where he is inspecting the crop and the properties of his company.

MANNIE PEREZ IN NEW YORK

Mannie Perez, of Marcelino Perez & Company, Tampa manufacturers of clear Havana made-in-bond cigars, is in New York City visiting the trade in the interest of his brands.

CANCELLATION OF TOBACCO STAMPS DISPENSED WITH

THE following bulletin has been received from the Tobacco Merchants Association in reference to cancellation of internal revenue stamps on packages of tobacco or snuff weighing not more than four ounces:

"It will be recalled that following the Treasury Department's regulation dispensing with the necessity of cancelling cigarette stamps where they are so affixed that the stamp must be broken in removing the contents from the packages, the T. M. A. filed a petition with the Revenue Department, asking for a similar ruling with respect to tobacco stamps.

"This petition has been granted, but only to a limited extent, that is to packages of 4 ounces or less, and a new regulation to that effect has been promulgated, of which the following is a copy."

(T. D. 4263)

CANCELLATION OF TOBACCO AND SNUFF STAMPS

Tobacco and snuff stamps of denomination 4 ounces and smaller, so affixed as to seal the packages and as to be broken before contents are removed, need not be further canceled. Regulations 8, revised, amended accordingly

TREASURY DEPARTMENT,
OFFICE OF COMMISSIONER OF INTERNAL REVENUE
WASHINGTON, D. C.

To Collectors of Internal Revenue and Others Concerned:

The first sentence of article 54 of Regulation 8, revised April 24, 1928, is amended to read as follows:

(a) Except as provided in subdivision (d) of this article in respect to stamps affixed to such packages of tobacco and snuff as are specified therein, each stamp affixed to a package of manufactured tobacco or snuff by the manufacturer thereof shall be cancelled in the following manner.

At the end of article 54 a new subdivision is added as follows:

(b) Stamps of the proper denomination and class which are so affixed to packages of tobacco or snuff weighing not more than 4 ounces as effectually to seal the packages and render it impossible to remove the contents without breaking the stamps need not be canceled as provided in subdivision (a).

D. H. BLAIR,
Commissioner of Internal Revenue,

Approved March 8, 1929:

A. W. MELLON,
Secretary of the Treasury.

DAUGHTER OF JUNIUS PARKER TO WED

Announcement has been made by Mr. and Mrs. Junius Parker, of Rye, N. Y., of the engagement of their daughter, Miss Frances Parker, to Alexander C. Neave, of New York City.

Miss Parker was graduated from the Ethel Walker School in Simsbury, Conn., and later attended Smith College.

Mr. Parker is president of the American Cigar Company and chairman of the Board of Directors of the American Tobacco Company.

Mr. Neave is associated with the law firm of Fish, Richardson and Neave.

The Greatest Long-Filler Machine Ever Built

Improved!

With Three Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The MODEL S UNIVERSAL Long-Filler Bunch Machine

{Non-Blending Type}

For High-Grade Work

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven blower. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects* a saving of binders because smaller binders can be used.

This High-Grade Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

Labor, Stock and Money-Saving Features.

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and height.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

PHILADELPHIA.

P. R.-AMERICAN BUYS CONGRESS STOCK

DIRECTORS of the Porto Rican-American Tobacco Company have accepted an offer by Field, Glore & Company, to acquire 30,000 shares of the capital stock of the Congress Cigar Company, Inc., in consideration for an original issue of 67,560 shares of Porto Rican class B common stock and $303,700 in cash.

As of December 31, 1928, it was reported that the Porto Rican-American Tobacco Company owned 200,755 shares of Congress Cigar Company stock.

Under the conversion privileges attaching to bonds of the Congress Cigar Company, $830,500 in bonds have been turned in and cancelled in exchange for 8,568 shares of Congress Cigar stock, making the amount of bonds outstanding as of February 28, $6,256,500 in face principal amount and reducing to 192,487 the number of shares of Congress Cigar stock owned by Porto Rican-American Tobacco Company on the same date.

CELLOPHANE SALES OFFICE OPENS HERE

A branch sales office has been opened here in the Liberty Title and Trust Building, at Broad and Arch Streets, by the DuPont Cellophane Company in order to give users in this vicinity better service.

DuPont Cellophane has become quite popular with the cigar and tobacco industry as a means of keeping cigars and tobacco in condition until it reaches the consumer.

V. C. Clark is the Philadelphia representative for this product, and T. W. Holland has been transferred from the New York district to the Philadelphia district.

HIRST RETURNS FROM ROCHESTER TRIP

A. N. Hirst, of Bayuk Cigars, Inc., returned last week from Rochester, where he had been spending some time arranging for the removal of their distributing branch from 92 South Avenue to larger and more suitable quarters at 211 Central Avenue. The branch is under the management of G. Clifford.

BOSTON SHOWS FINE PIPES

Harry Boston was here for a time last week with a fine display of Demuth & Company pipes, featuring the latest creations in his line.

CUNNINGHAM TO DISTRIBUTE "JOHN RUSKIN"

A. B. CUNNINGHAM & COMPANY, tobacco distributors, of 37 North Second Street, announce that they have taken on for distribution in this territory, the "John Ruskin" five-cent cigar, manufactured by the I. Lewis Cigar Manufacturing Company, of Newark, N. J.

Mr. Cunningham said that he had selected the "John Ruskin" for his firm, after making a thorough analysis of the five-cent cigar situation in this territory.

ISIDORE COHEN TO BE CONGRESS BUYER

Isidore Cohen, who has been conducting a Porto Rican leaf tobacco business in New York City for a number of years, will close up his business there on April 1st, and sail for Porto Rico a few days later where he will act in the capacity of a leaf tobacco buyer for the Congress Cigar Company. Mr. Cohen has been connected with the Porto Rican leaf tobacco industry for almost fifteen years and will join the Congress Company with a wide knowledge and experience.

FISCHMAN TO ERECT PLANT HERE

A plot of ground on the south side of Erie Avenue extending from F to G Streets, comprising 186,000 square feet has been purchased from the Philadelphia Gear Works by I. Fischman and Sons, who will begin immediately the construction on this site of a modern plant for the manufacture of soda water fountains.

The plant will cost approximately $1,500,000. The ground was held for sale at $175,000.

SCHULTE TO INSTALL SODA FOUNTAINS

The Schulte Cigar Stores are to install soda fountains in their stores throughout the country if the plan proves successful, and the first fountain will be installed in their store at 13th and Market Streets, to be ready for operation by May 1st.

BAYUK DIVIDEND

Directors of Bayuk Cigars, Inc., have declared the regular quarterly dividend of fifty cents on the common stock and $1.75 a share on the first preferred stock, both payable April 15th to stockholders of record March 31st

"Non, Non - sweets are not for me - I smoke a Lucky to keep petite"

Irene Bordoni

Irene Bordoni,
Fascinating Star of
Musical Comedy

"Non, non—sweets are not for me—I smoke a Lucky to keep petite. I cannot afford to eat the French pastries that my countrymen know so well how to make. What would my public think if La Bordoni were no longer slim and petite? So, I smoke my favorite Lucky Strike, with its delightful flavor. It rests my tired nerves after the play—it never irritates my throat—and, it always makes me so happy."

IRENE BORDONI

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "It's good to smoke Luckies."

Note: Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during the year 1928 Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

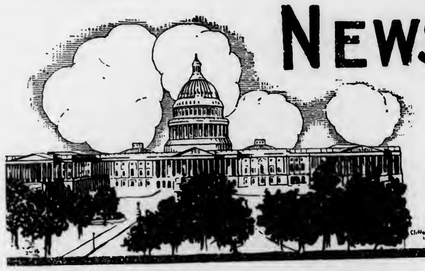
"It's toasted"

No Throat Irritation-No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

"Reach for a Lucky instead of a sweet."

©1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RESALE price maintenance will be the first matter to be taken up by the House Committee on Interstate and Foreign Commerce at the next regular session in December, and there is every reason to believe that the legislation will be passed without delay, according to Representative Kelly of Pennsylvania, author of the bill introduced in the House, similar to that introduced in the Senate by Senator Capper of Kansas.

But for the fact that the report of the Federal Trade Commission on resale price maintenance was received so late in the session, it is disclosed by Representative Kelly, the bill would probably have been adopted by the Seventieth Congress.

"I have repeatedly called attention to the importance of the problem of destructive competition," he said, "one of the most outstanding instances being the practice of selling trademarked, identified, standard merchandise at ruinously low prices in order to broadcast the belief that all goods are sold at the same low prices. Such practices deceive the public and destroy competition.

"There is a very live interest in this subject through the United States. Legislation alone can remedy these evils. We in Congress are responsible for legislation.

"We have solemnly declared unfair competition to be unlawful. Let us now, in all conscience and good faith, declare predatory price cutting on standard goods to be unfair competition.

"Those of us who believe and advocate and press for legislation along these lines propose to permit the manufacturer of identified goods to enter into a contract with his distributors as to the fair and uniform price at which products shall be sold. We propose to prevent the formation of merchandising monopoly through deception and unfair competition."

Tariff Commission Procedure May Be Changed.

With the thought of limiting actual tariff revision to a minimum in conformity with the view of President Hoover, the House Ways and Means Committee may give the promise of additional tariff relief through the medium of a workable flexible tariff provision. The desire for an improvement of the present provision of law was voiced during the recent public hearings of the House Ways and Means Committee and it has been indicated by Congressmen Treadway (Mass.) and Davenport (N. Y.) that steps in that direction would be taken.

This program is not in consonance with the contemplated action of members of the Senate Finance Committee who say that limited hearings and limited action are hardly likely. In the Senate it is anticipated that there will be instituted a fight against the retention of the flexible provision and even for the continuance of the Tariff Commission as an independent agency of the Government.

It has been learned that the Tariff Commission itself has been called upon by the Ways and Means Committee Republicans to present their views on the form the flexible provision should take. All interested in the matter seem to want the present mathematical formula laid down in the law eliminated and greater leeway given the commission. In fact, there is a desire to have the commission constituted after the fashion of a court for the taking of testimony.

To it could come applicants for increases and decreases, while the public also might have an opportunity to intervene in any case, with the likelihood of some action being taken within a reasonable length of time, upon a proper presentation of fact. If the suggestions in that direction are accepted, instead of being limited to a tariff basis contemplating the difference in the cost of production at home and abroad, the commission would be enabled to give consideration to all factors affecting the competitive situation. The desire is to give the commission more authority, enlarging its powers, and permitting the basing of its findings on the actual facts of competition with respect to given commodities.

It is further recommended to the committee by various interests that the present limitation of 50 per cent., the extent to which existing rates may be changed by presidential proclamation, be removed and provision made for changing from the free to the dutiable list, and vice versa, commodities with respect to which there is evidence warranting such a move.

It has been pointed out that there is no express authority of law for the consideration by the Tariff Commission of data secured from invoices covering imports as a basis for rate changes. This method has been resorted to where it has not been possible for the commission to secure actual costs of production abroad.

Income Tax Returns Exceed Expectations.

Prosperity of the United States in 1928 was at an unprecedented level, it is indicated by the income tax returns filed with the Treasury Department early in March which show that collections in that month, which include the first deposits of taxes paid on the installment plan, will exceed those of the same month last year by from $75,000,000 to $80,000,000.

It is estimated that the March collections will be close to $600,000,000 and the increase applicable to the current fiscal year will be substantially $150,000,000.

(*Continued on Page 16*)

"All the day through"

YOU'LL always find P. A. and me together, following the sun around. But we differ from the fellow in the song. We're *never* blue! No, *Sir!* P. A. and I joined hands when linen dusters were standard equipment for the Sunday drive. I'm still broadcasting my prescription for pipe-joy.

I like to lift the hatch on a tidy red tin and treat my detector to that Prince Albert aroma. Then I light up. . . . Cool as the click of a taxi-meter. Sweet as the words: "This ride's on *me*." Mild and long-burning, with a rich, full-bodied flavor that's just great!

From the first pull after the bacon-and-coffee till the house-slipper kick-off at the end of the day, P. A. hands me plenty of silver-lined smoke-clouds. No matter what your present program, pour some of the National Joy Smoke into your pipe. Then you'll know I'm not just talking words.

This tin contains TWO full ounces of jimmy-pipe joy.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

"CHANCELLOR" ON RADIO IN WEST

BEGINNING on Wednesday night, March 13th, The American Cigar Company is now featuring the "Chancellor" cigar in a series of musical programs broadcast over a chain of stations in the Middle West, where the "Chancellor" is extremely popular.

The program is broadcast at 10 P. M. central standard time over Stations KSD, St. Louis; WDAF, Kansas City; WOC, Davenport; WOW, Omaha; KPRC, Houston; WOAI, San Antonio; KOA, Denver; KSL, Salt Lake City; WKY, Oklahoma City; KSTP, Minneapolis-St. Paul, and WFAA, Dallas. Vincent Lopez and his orchestra will furnish the music.

CIGARETTE INDUSTRY HAS SILENT FRIEND

"It may not be generally known by the average cigarette smoker, but it is true just the same, that every time he purchases a 15-cent package of cigarettes he donates exactly six cents to Uncle Sam's pocketbook, for that is the tax the manufacturer has paid and he, in turn, collects it back from the smoker.

"Should the smoker purchase an average of one pack of cigarettes each day he will, at the end of the year, have paid Uncle Sam the sum of $21.90, and if he has been enjoying the habit for ten years he has contributed $219 to the Government.

"The cigarette industry is a tremendous business proposition. Last year one hundred and five billion nine hundred and fifteen million cigarettes were turned out by the manufacturers in the United States alone, and this means a fraction of more than 201,704 cigarettes were lighted for each minute of the entire year. The average number of cigarettes per capita last year was 882.

"Uncle Sam's Treasury was enriched to the extent of $317,633,335.06 from the cigarette tax last year, and Winston-Salem manufacturers paid a large proportion of this huge total.

"The cigarette manufacturer has also had a silent friend working for it for the past decade or more, and this factor has played no little part in the tremendous growth of the industry in late years. We refer to the free-burning tobaccos that are now used in the manufacture of cigarettes. No longer can the smoker light his 'fag,' take a 'draw' or so and lay it on his ash tray for a moment or so and then pick it up again and light it. No, that little smouldering bit of fire at the other end of the cigarette has done its work, and there is nothing left of the 'fag' but ashes. Light a cigarette now and unless the smoker keeps steadily at it he is cheated out of about one-half of his cigarette. But the tobacco grower, the tobacco worker, the manufacturer, the Government and the retailer all profit because the fire has been doing its work."

—*Winston-Salem Journal.*

CULLMAN A DIRECTOR OF P. R.-AMERICAN

Joseph F. Cullman, president of Cullman Brothers, Inc., leaf tobacco dealers of New York City, and also of Tobacco and Allied Stocks, Inc., has been elected a director of the Porto Rican-American Tobacco Company.

AMERICAN SUMATRA DIVIDEND

At a meeting of the Board of Directors of the American Sumatra Tobacco Company, held last week, the regular quarterly dividend of seventy-five cents a share was declared on the stock of the Company, payable April 15th to stockholders of record April 1st.

MARTIN COMPANY OPENS No. 22.

OPENING of the remodeled Martin Cigar Store No. 22 in the LeClaire Theatre Building, Moline, Ill., was announced by George Martin, head of the company, which now operates twenty-two stores in Moline, Davenport, and Rock Island.

Seventeen years ago this company saw the future possibilities of Moline and opened Store No. 3 at 1602 Fifth Avenue, and during the years which followed, the Martin Cigar Company kept pace with the development and progress of Moline, until today four Martin Stores are bringing to the people of Moline a complete line of high quality nationally advertised cigars, cigarettes, smokers' supplies and candies.

In three of these stores, Martin Luncheonettes dispense a pleasing variety of excellent foods with the promptness and skill which has made Martin Luncheonettes the standard of the Tri-Cities.

The very latest Martin contribution to prosperous Moline is the enlarged and magnificent luncheonette just opened in the LeClaire Theatre Building. For sheer beauty and modern equipment there is no superior in that part of the country. Here indeed, is the new Moline headquarters for steaming, savory foods, refreshing and nourishing beverages, pleasant associations and delightful, congenial surroundings.

Cane chairs of the latest type insure comfort. A skilled personnel supported by the Martin Chef, the complete Martin daylight kitchens and the choicest food of the season's market, effect a measure of satisfaction in keeping with the unusual attractiveness of this latest addition Martin facilities.

"We are demonstrating our faith in the future prosperity and expansion of Moline in enlarging our investment," Mr. Martin said in commenting on the new store. "We feel that Moline is developing into a splendid city, and we wish to give its citizens the best in the way of cigar stores."

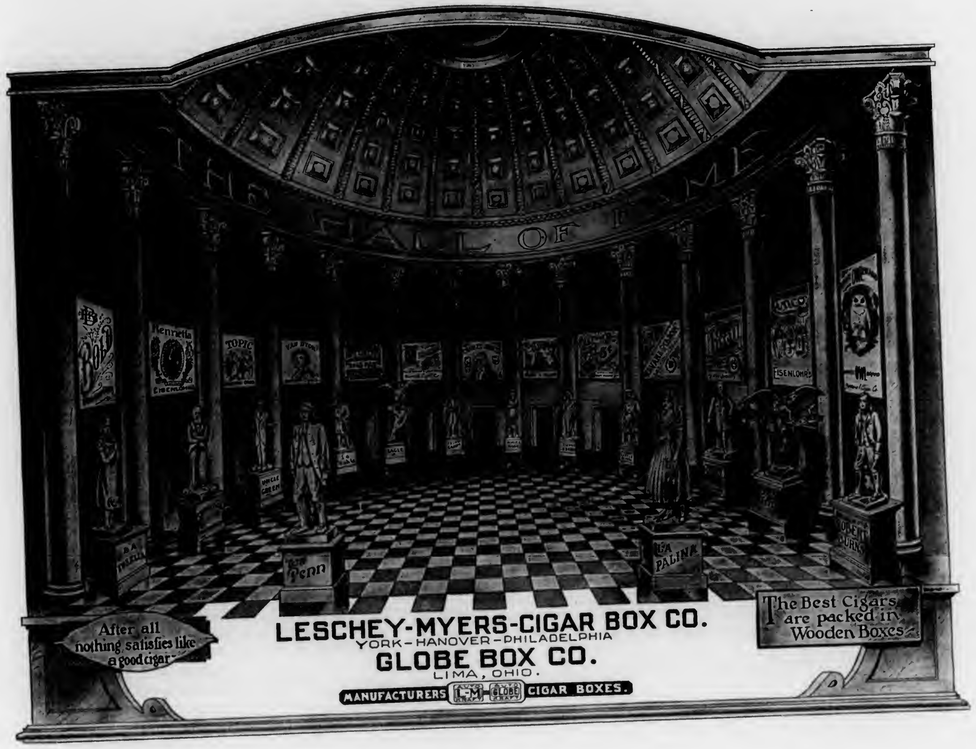
CUBA WANTS MORE FOREIGN TRADE

While tobacco consumption is increasing steadily in Europe, Cuban cigar and cigarette imports are becoming less every day on the old continent, according to the annual reports just rendered by Special Commissioner Manual Rodriguez Lopez to the National Tobacco Defense and Propaganda Commission, who claims that the main reason for this situation is to be found in high tariffs and lack of favorable trade treaties for Cuba.

With the exception of Spain, which has bought larger quantities of Cuban tobacco, following the enactment of the commercial agreement negotiated, with that country two years ago, France and Great Britain register a notable slump.

Rodriguez Lopez recommends the sale of Cuban tobacco and principally Havana cigars at reasonable prices abroad, the establishment of a special guarantee stamp to stop imitations, active propaganda through members of the Cuban foreign service, and diplomas for cigar dealers who only trade in genuine Havana cigars, in order to regain the European market for Cuba's second leading industry.

The commissioner would also have every important cigar store in Europe furnished with a metal reproduction of the Cuban guarantee stamp, to be hung in a visible place at their premises, so the fastidious smoker will learn to demand genuine Havana cigars, and know them when he is actually getting them.


THE HALL OF FAME
After all nothing satisfies like a good cigar
LESCHEY-MYERS-CIGAR BOX CO.
YORK-HANOVER-PHILADELPHIA
GLOBE BOX CO.
LIMA, OHIO.
MANUFACTURERS CIGAR BOXES.
The Best Cigars are packed in Wooden Boxes

SCHULTE-UNITED OPENS IN CAMDEN

ON March 22d, the Schulte-United Junior Department Store, five cents to a dollar, and Miller's, Inc., which is also a Schulte-United enterprise specializing in women's apparel, formally opened their Camden, N. J., store at 21-25 Broadway.

The opening of these two stores was announced in three full-page ads in the local newspaper, which contained the following statement by Mr. Schulte: "A unique selling service has come into existence. Schulte-United Junior Department Stores are now a reality.

Under one roof we have assembled for your shopping convenience thousands of items, specializing from five cents to one dollar in general merchandise, and popular priced Women's and Misses' wearing apparel and millinery.

Every business we have built has been founded on the principle of giving more than the public expects. With the combined financial and merchandising resources of Schulte-United, Inc., we have committed ourselves to the policy of giving you more value for every dollar. Years of experience with many enterprises we control convinces us that people respond to genuine savings, better service, finer surroundings.

I extend you my personal invitation to see for yourself this new type of store, and to participate in the savings that have been created for you."

The first report of Schulte-United Stores was made public last week, and sales for the month of February were $630,490 in the forty-six stores then in operation throughout the country. In November, last year, the company had only eleven stores in operation.

Present plans of the company call for the opening of forty to fifty additional stores during 1928. The company at the present time holds leases on one hundred fifty locations throughout the country, including the stores already in operation.

CANADIAN TOBACCO CO-OPERATIVE IN HANDS OF OFFICIAL RECEIVER

The Canadian Tobacco Growers' Co-operative Company, Limited, with main offices at Kingsville, Essex County, is now in the hands of the Ontario Government Official Receiver at Sandwich, reports Assistant Trade Commissioner F. M. Rayburn to the Tobacco Section of the Department of Commerce.

According to the statement filed, the company has unpaid accounts amounting to $1,200,000 with assets estimated at $720,000. The assets include the factory and offices at Kingsville and stocks of tobacco in Canada and Great Britain. The company was organized ten years ago to assist Essex County tobacco growers in marketing their crops, and has experienced difficulties throughout an existence which finally culminated in bankruptcy. In recent years the company became heavily in debt and when the Ontario tobacco pool project was launched, it figured largely in the proceedings.

In 1927 a reorganization took place, the former president becoming Vice-President, and a new President was elected. It was thought that the reorganization would overcome the difficulties faced by the company at that time, but during the past year it has been found impossible to overcome earlier handicaps and a receivership was the result.

Many farmers and tobacco growers are shareholders in the company and their losses will be considerable; in some cases serious, since the Burley growers particularly are this year having a difficult time to market their crop.

NATIONAL WHOLESALE CONFERENCE.

Washington, March 25.

ARRANGEMENTS were completed today for a final meeting of the National Wholesale Conference to be held at the Chamber of Commerce of the United States, April 26 and 27, immediately preceding the Seventeenth Annual Meeting of the Chamber.

The conference, which held its first meeting more than a year ago, has during the intervening time devoted its attention to a complete study of wholesaling in the changing mechanism of distribution and the problems it is encountering. This work has been done through four standing committees, with a total membership of sixty-four business men engaged in wholesaling in many lines of trade in various parts of the country, which will submit their reports at the final session.

The general chairman of the conference is W. M. G. Howse, president of the Johnston and Larimer Dry Goods Company, Wichita, Kansas. Arthur P. Williams, president of R. C. Williams & Company, New York City, is chairman of the committee which has made a study of the wholesaler's functions and services. S. M. Bond, president of the Root and McBride Company, Cleveland, heads the committee which will report on the economic factors affecting wholesaling, such as group buying, chain stores and mail order houses. F. B. Caswell, vice-president of the Champion Spark Plug Company, Toledo, is chairman of the committee which will report on business analyses—costs of distribution from the viewpoint of customers, trading areas, profitable sizes of orders and shipments. The fourth committee, of which Frank A. Fall, Director of Education and Research of the National Association of Credit Men, is chairman, will report on credits, sales terms and collections.

The Department of Domestic Distribution of the Chamber of Commerce of the United States, of which E. D. Borden has recently been made manager, has been co-operating with the committees in the preparation of reports. Several hundred wholesalers are expected to attend the meeting.

WHY CUSTOMERS TRANSFER TRADE TO OTHER STORES

According to Dorrance, Sullivan & Co., Inc., Advertising Agents, New York, a study to determine why customers stop trading in particular stores was recently conducted and shows that thirty per cent. of these customers were lost because of inefficient salesmanship, thirty-three per cent. because of poor service, and the remaining thirty-seven per cent. because of high prices, slipshod store methods and poor quality merchandise.

The University of Oregon reports that sixty per cent. of the lost customers left within their first year of trading with the store; thirty-one per cent. during the second, third, fourth and fifth year, and only eight per cent. were lost after trading with a store for five years or longer.

SALDANA IN PORTO RICO

Marcos T. Saldana, chief agent of the Government of Porto Rico Tobacco Guarantee Agency, with offices at 1457 Broadway, New York City is at present in Porto Rico on important business in connection with the Government Agency. He will probably return to New York City early in April.

TOBACCO CONDITIONS IN CUBA IN 1928

THE reports coming from the tobacco centers in Pinar del Rio and Camaguey seem to indicate that the present crop is doing very well, according to a January report from American Consul H. B. Quarton, released by the Tobacco Section of the Department of Commerce. In fact, from one or two regions estimates of a bumper crop have come in. The best reports come from the Province of Pinar del Rio.

The sales of tobacco were very favorable during the year 1928, as the trade statistics show. Shipments to Spain increased and tobacco interests claim that the commercial treaty which was signed between the two countries was justified by this trade.

Although the majority of the factories have taken action against the installation of cigar making machines, the Por Larranaga factory has installed the machines and has kept them in operation. At the close of the year 1928 Por Larranaga had made some new types of cigars, especially a small casino size which this company expects to market extensively in the United States.

The following table shows the tobacco shipments from Cuba during the past two years:

	1927 *pounds*	*1928* *pounds*
Cigars	394,906	391,288
Scrap Tobacco	1,627,338	2,252,278
Stemmed "	9,121,083	14,933,387
Unstemmed "	11,135,857	6,916,727

The total value of all tobacco exported to the United States in 1928 was very little more than in 1927. While the shipments of cigars slightly decreased, the exports of stemmed tobacco were greatly on the increase. A decrease was shown in the shipments of the unstemmed product which approximately equalized the increase in the stemmed variety. Shipments of scrap tobacco increased approximately 50 per cent. Although the shipments of tobacco to Spain increased greatly in 1928, this does not seem to have had an adverse effect on the American trade.

WOMAN LAYS LONG LIFE TO PIPE

Mrs. Eliza Jane Gould, of Hillsboro, N. H., who celebrated her ninety-fifth birthday last week, attributes her long life to the fact that she has smoked a pipe of tobacco each day since she was twelve years old. Mrs. Gould enjoys her pipe immediately after breakfast each day. Her late husband never smoked, she said, and opposed her doing so. He used to hide her tobacco and break up her pipes, but finally decided he couldn't break her of the habit and finally gave it up. Mrs. Gould says "There's pleasure in a pipe."

"ROI TAN" A MAN'S SMOKE

A new note has been struck in the advertising of the "Roi Tan" cigar by the American Cigar Company, and that advertising now bears the slogan "Cigarettes for the Ladies, Cigars for the Men."

This copy is appearing throughout the country and no doubt will have a favorable effect on the sales of "Roi Tan" cigars.

GRIFFIN HEADS HARTFORD LEAF DEALERS

Fred B. Griffin, one of the best known tobacco men in the Connecticut territory, and a vice-president of Cullman Brothers, Incorporated, was elected president of the Hartford Leaf Tobacco Dealers' Association, at their recent meeting held in Hartford, Conn.

MURIEL

CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y. .....
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
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HENRY FISHER, New York City ..... Secretary

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CENSUS OF MANUFACTURES, 1927

Cigars and Cigarettes

THE Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the establishments engaged primarily in the manufacture of cigars and cigarettes in 1927 reported products valued at $965,523,702, an increase of 10.4 per cent. as compared with $874,814,564 for 1925, the last preceding census year. The production in 1927 was made up as follows: Cigars, $335,636,159, an increase of 1.1 per cent. as compared with $332,079,325 reported for 1925; cigarettes, $552,261,070, an increase of 17.7 per cent. as compared with $469,210,316 for 1925; other products, $77,626,473, an increase of 5.6 per cent. as compared with $73,524,923 for 1925. (These values include internal revenue taxes.)

In addition, cigars and cigarettes are manufactured to some extent by establishments classified in the "Tobacco, chewing and smoking, and snuff" industry. The value of the cigars and cigarettes thus made outside the industry in 1927 was $5,898,333. Combining this amount with $887,897,229, the value of cigars and cigarettes made in the industry, gives $893,795,562 as the total value of all cigars and cigarettes manufactured in the United States, as reported to the Bureau of the Census.

Of the 1997 establishments reporting for 1927, 469 were located in Pennsylvania, 398 in New York, 189 in Illinois, 119 in Wisconsin, 112 in Ohio, 87 in Florida, 67 in New Jersey, 55 in Michigan, 53 in Massachusets, 49 in California, 40 in Indiana, 38 in Missouri, 37 in Connecticut, 31 in Minnesota, 27 in Iowa, 26 in Maryland, 20 in Georgia, 19 in Kentucky, 15 in Louisiana, 15, in Virginia, 14, in Nebraska, 14 in North Carolina, 13, in West Virginia, 12 in Tennessee, and the remaining 87 in 19 other States. In 1925 the industry was represented by 2445 establishments, the decrease to 1997 being the net result of losses and gains. Of the establishments lost, some were idle throughout the year, some went out of business prior to 1927, some reported commodities other than cigars and cigarettes as their principal products and were therefore transferred to the appropriate industries, and others reported products valued at less than $5000. (No data are tabulated at the biennial censuses for establishments with products under $5000 in value.) Of the establishments gained, part had manufactured commodities other than cigars and cigarettes as their principal products in 1925 and the remainder reported for the first time at the present census.

The statistics for 1927 and 1925 are summarized in the following table.

	1927	*1925*	*Per cent of increase or decrease*
Number of establishments	1,997	2,445	—18.3
Wage earners (average for the year)[1]	116,174	117,108	—0.8
Wages[2]	$94,589,211	$99,373,421	—4.8
Cost of materials, shop supplies, fuel, and purchased power, total[2 3]	335,356,075	331,350,626	1.2
Materials and supplies	$333,756,355	(4)	
Fuel and power	1,599,720	(4)	
Products, total value[2 3]	965,523,702	874,814,564	10.4
Cigars[5]	$335,636,159	$332,079,325	1.1
Cigarettes[5]	552,261,070	469,210,316	17.7
Other products	77,626,473	73,524,923	5.6
Value added by manufacture[6]	630,167,627	543,463,938	16.0
Horsepower	35,819	24,534	46.0

[1] Not including salaried employees.

[2] The amount of manufacturers' profits can not be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such an interest on investment, rent, depreciation, insurance, and advertising.

[3] Internal revenue taxes included in value of products, but not in cost of materials.

[4] Not reported separately.

[5] The annual reports of the Bureau of Internal Revenue, Treasury Department, show the quantities of cigars and cigarettes manufactured.

[6] Value of products less cost of materials, shop supplies, fuel, and purchased power.

NO PRESENT DEMAND IN KWANGSI FOR AMERICAN CIGARETTES

There is practically no market for American cigarettes in Kwangsi Province at present, states American Consul Frederick W. Hinke in a report received by the Tobacco Section of the Department of Commerce. The Province is supplied almost exclusively by Chinese or foreign-owned factories in Shanghai or Hongkong turning out a straight Virginia cigarette. As in Kwangtung Province, the business is divided among the British-American Tobacco Company, Limited, The China Merchants Tobacco Company, Nanyang Brothers, and several smaller concerns.

The interest which Kwangsi holds for the American tobacco industry arises from the considerable quantities of American tobacco used in the cigarettes distributed throughout the Province. The percentage varies from time to time. Several years ago, when a high quality of cigarette could be sold in South China markets, as much as 80 per cent. American tobacco was used in their manufacture. However, under present conditions of heavy taxation of cigaretes, the percentage of America tobacco used has been reduced to about 50 per cent. or less.

CUBAN OFFICIAL VETOES CIGAR MACHINE TAX

Secretary of the Interior, Delgado, of Cuba, has vetoed a motion of the Bayamo, Oriente, city council to establish an annual tax of $15,000 on every cigar-making machine installed in that municipality, and also creating an annual tax of $1,000 on each dealer selling cigars made by machinery.

FEBRUARY CIGAR PRODUCTION DECLINES

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1929, and are issued by the Bureau. (Figures for February, 1929, are subject to revision until published in the annual report):

Products	*February*	
	1928	*1929*
Cigars (large)		
Class A .....No.	240,653,340	241,663,120
Class B .....No.	46,831,680	41,302,870
Class C .....No.	155,439,732	144,324,828
Class D .....No.	9,500,601	9,031,108
Class E .....No.	1,179,744	1,154,281
Total	453,605,097	437,476,207
Cigars (small) .....No.	28,724,000	36,014,400
Cigarettes (large) ....No.	699,850	1,093,565
Cigarettes (small) ...No.	7,531,913,840	8,062,499,320
Snuff, mfd. .....Lbs.	3,873,848	3,268,361
Tobacco, mfd. .....Lbs.	28,436,420	25,814,698

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of February:

Products	*February*	
	1928	*1929*
Cigars (large)		
Class A .....No.	7,256,725	7,320,845
Class B .....No.	209,550	221,000
Class C .....No.	1,272,400	912,972
Class D .....No.	3,700	2,000
Class E .....No.	...	5,000
Total	8,742,375	8,461,817
Cigars (small) .....No.	500,000	500,000
Cigarettes (large) ....No.	350,000	495,000
Cigarettes (small) ....No.	56,250	34,000

Tax-paid products from the Philippine Islands for the month of February:

Products	*February*	
	1928	*1929*
Cigars (large)		
Class A .....No.	13,285,075	12,930,450
Class B .....No.	265,057	196,980
Class C .....No.	192,188	121,656
Class D .....No.	26	500
Class E .....No.	505	640
Total	13,742,851	13,250,226
Cigarettes (small) ....No.	133,057	74,940
Tobacco, mfd. .....Lbs.	34	40

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the February Statement of Internal Revenue Collections

Objects of Taxation	*First Eight Months Fiscal Year*	
	1928	*1929*
Tobacco manufactures:		
Cigars	$15,855,048.76	$15,462,038.46
Cigarettes	198,110,233.34	221,085,308.15
Snuff	5,012,682.65	4,755,628.26
Tobacco, chewing and smoking ...	41,635,500.26	40,250,263.10

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

CIGAR SMOKE IS NON-IRRITATING TO THE NOSE AND THROAT—

in the opinion of

DOCTOR C. STANFORD READ
World Famous English Physician

Distinguished Doctors unite to endorse cigars in La Palina's Spring 1929 Advertising Campaign—making new smokers for all cigars and greater profits for all who sell them.

LA PALINA

News from Congress

(Continued from page 8)

Barring unusual appropriations by the special session of Congress expendible before June 30, the surplus will be close to $200,000,000, where but $28,000,000 was estimated by the Treasury Department a few months ago.

The remarkable feature of the increase is the fact that before last year's total was equalled the Government had to offset the $135,000,000 loss in revenue due to the reduction of 1.5 per cent. in the corporation tax and the increased tax exemption to the smaller corporations. Thus the actual gain in revenue would be $385,000,000, providing the present ratios are maintained throughout the year.

It has not yet been ascertained whether the increases are due to higher corporation or individual tax payments, but it apparently has been a combination of both factors, possibly with the greater increase in the individual payments.

Railway Express Agency Takes Over Business of American Railway Express

All express shipments in the United States are now being handled by the railroads themselves through a corporation known as the Railway Express Agency, Incorporated, which on March 1 takes over the business of the American Railway Express Company, the organization which in 1920 absorbed the majority of express companies. Approval for the change was given by the Interstate Commerce Commission.

Profits from the express service will be divided among the railroads in proportion to the business which they contribute and the capital stock of the company will be divided among the eighty-six lines which are members of the Association of Railway Executives.

The railways have had an acquisitive eye upon the express business for several years, but were tied to the American Railway Express Company by a contract which did not expire until the end of February. Some time ago the railroads informed the express company that its contract would not be renewed and made arrangements for the formation of their own agency, which the Interstate Commerce Commission was asked to approve.

CIGARETTE CONSUMPTION INCREASES IN SWEDEN

The consumption of cigarettes in Sweden, as in many other countries of the world, is increasing, according to American Consul General, John Ball Osborne. Cigarette consumption in Sweden during 1928 amounted to 1,446,000,000 in number, an increase of 12 per cent. over the previous year. The consumption of cheroots also registered an increase in 1928 amounting to 146,000,000, while cigar consumption declined by about a million.

ANDRUSS ON WESTERN TRIP

Willis Andruss, sales manager of the Congress Cigar Company is planning to leave on a trip through the middle western territory this week, where he will visit the distributors of the "La Palina."

NEW LIGHTER FUEL PERFECTED.

A NEW non-liquid and non-explosive lighter fuel in tube, Lyterlife, has been perfected by the Art Metal Works, Incorporated, of Newark, N. J., makers of the distinctive Ronson Lighter already on the market and is now being introduced. This fuel can be used in any make of pocket or table lighter and also in alcohol lamps.

Lyterlife, in addition to being non-liquid and therefore non-leakable, is distinguished by other points of superiority, according to the company officials. It is not affected by heat or cold, but retains a jelly-like consistency which eliminates spilling or waste, and refilling is easy and clean, simply by squeezing the tube. It burns with a clean, white flame, without smoke or carbon residue, and when the lighter is not in use, the fuel generates additional fuel combustion power. A single filling, the makers claim, lasts six times as long as any other lighter fuel.

The Ronson Lighter, which was introduced to the market a little more than a year ago, combines the exceptional advantages of durability, compactness and simplicity of operation, requiring only a finger-pressure motion to light. It will continue to be distributed in four pocket sizes and several table models.

Especially adapted for evening use or for feminine use to fit easily into the small flat purses and handbags of the current vogue is the Junior, a diminutive pocket model which is one of the smallest lighters on the market. All the Ronson lighters may be had in various leather combinations with non-tarnishable chromium or in an all-chromium finish, and the company also reports a considerable demand for specially ordered de luxe models at retail prices ranging from $5 up to $3000.

TOBACCO PRODUCTION IN THE PHILIPPINE ISLANDS, 1928.

Estimates of the Philippine tobacco crop during 1928 have been placed at about 75,000,000 pounds, according to a report received in the Tobacco Section of the Department of Commerce from American Trade Commissioner G. C. Howard. Compared with a normal crop, this production is about 5,000,000 pounds short.

Production estimates by provinces are as follows:

Provinces	*Estimates 1928 (pounds)*
Isabela	18,722,000
Cagayan	16,192,000
Ilocos	1,518,000
Union	14,168,000
Pangasinan	9,108,000
Visayas	15,180,000
Total	74,888,000

Leaf stocks on hand in the Philippines at the beginning of 1928 amounted to 118,404,000 pounds, of which 45,540,000 pounds were in the possession of tobacco factories and 72,864,000 pounds were available for export. Much of the export surplus, however, was unsalable due to poor quality, and many of the dealers lost heavily. Slow sales and low prices characterized the market throughout the year for most varieties. Owing to lowered stocks, Union and Pangasinan tobaccos moved at fairly good prices.

AMERICAN TOBACCO CO.

(Continued from Page 3)

whose stock is owned by this company; but it includes the total net profits for the year of companies all of whose stock is owned by, or held in trust for, this company.

The net earnings, after deducting all charges and expenses for management, taxes, including provision for federal income tax, etc., were		$25,066,299.20
Deduct: Premium on 6% Gold Bonds, purchased and cancelled		2,365.00
		$25,063,934.20
Deduct: Interest on 6% Gold Bonds	$ 14,410.35	
Interest on 4% Gold Bonds	35,090.00	
4 Quarterly Dividends of $1.50 each on 6% Cumulative Preferred Stock ($100 par value)	3,161,982.00	3,211,482.35
Net, applicable to Surplus Account		$21,852,451.85
Surplus as per statement Dec. 31, 1927		39,421,241.27
		$61,273,693.12
Deduct: Cash Dividends on Common Stock and Common Stock B ($50 par value) as follows:		
Mar. 1, $2.00 a share	$3,905,772.00	
June 1, $2.00 a share	3,905,790.00	
Sept. 1, $2.00 a share	3,905,796.00	
Dec. 1, $2.00 a share	3,905,814.00	15,623,172.00
Surplus Dec. 31, 1928		$45,650,521.12

The balance sheet is herewith submitted.

JAMES B. HARVIE,
Treasurer.

FINANCIAL STATEMENT
December 31, 1928.

Assets

Real Estate, Machinery, Fixtures, etc., at cost, less reserves for depreciation and obsolescence	$11,443,116.28	
Leaf Tobacco, Manufactured Stock, Operating Supplies, etc., at cost	91,385,292.58	
Stocks and Bonds	32,256,374.35	
Cash	17,033,608.33	
Accounts Receivable	10,531,639.02	
Bills Receivable	92,502.78	
Prepaid Insurance, etc.	342,196.42	
Amounts owing to this Company by Affiliated Companies	3,188,533.64	
Brands, Trade-marks, Patents, Good Will, etc.	54,099,430.40	
Total Assets		$221,205,693.80

Liabilities

Capital Stock, issued and outstanding: Preferred (Authorized $54,010,600.00)	$52,699,700.00	
Common (" 50,000,000.00)	40,242,400.00	
Common B (" 100,000,000.00)	57,403,450.00	
6% Gold Bonds maturing October 1, 1944	234,100.00	
4% Gold Bonds maturing August 1, 1951, and remaining 4% Gold Bonds of Consolidated Tobacco Company not yet exchanged	877,250.00	
Scrip matured March 1, 1921, and not yet presented for redemption	4,791.00	
Dividend Certificates convertible into Common B Stock March 1, 1923, and not yet presented for conversion	6,233.00	
Provision for Dividend on Preferred Stock, for quarter ended Dec. 31, 1928, payable Jan. 2, 1929	$790,495.50	
Accrued Interest: Payable April 1, 1929, on 6% Bonds	3,511.50	
Payable Feb. 1, 1929, on 4% Bonds	14,620.83	808,627.83
Accounts Payable		1,665,771.97
Bills Payable		8,000,000.00
Amounts owing by this Company to Affiliated Companies		6,170,845.57
Provisions for Advertising, Contingencies, Taxes, etc.		7,442,003.31
Total Liabilities		175,555,172.68
Surplus		$ 45,650,521.12

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

AMERICAN MACHINE & FOUNDRY PURCHASES OVEN COMPANY

The American Machine and Foundry Company, which for many years has been producing labor-saving machinery for the cigar industry, has purchased control of the American Oven and Machinery Company.

The purchase was made for cash from surplus and the deal will involve no new financing, officials of the company announced.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ACTON CASTLE:—45,424. For cigars. E. P. Cordero & Co., New York, N. Y. March 8, 1929.

APLEY CASTLE:—45,425. For cigars. E. P. Cordero & Co., New York, N. Y. March 8, 1929.

ASTON CROSS:—45,426. For cigars. E. P. Cordero & Co., New York, N. Y. March 8, 1929.

BOLTON ABBEY:—45,427. For cigars. E. P. Cordero & Co., New York, N. Y. March 8, 1929.

JOE WELLS:—45,428. For cigars, cigarettes and tobacco. Joseph L. Wells, Miami, Fla. March 8, 1929.

D. B. M.—DARK BUT MILD:—45,429. For cigars. Abraham Haas, New York, N. Y. March 5, 1929.

OLBERS:—45,430. For all tobacco products. George Schlegel, Inc., New York, N. Y. March 9, 1929.

EL SAYE:—45,431. For all tobacco products. George Schlegel, Inc., New York, N. Y. March 9, 1929.

BROMLEY:—45,432. For all forms of cigarettes and tobaccos. J. H. Mahler, New York, N. Y. March 1, 1929.

HIGHTOWER:—45,433. For all forms of cigarettes and tobaccos. J. H. Mahler, New York, N. Y. March 1, 1929.

MAC RAE'S HIGHLAND BLEND:—45,434. For all forms of cigarettes and tobaccos. J. H. Mahler, New York, N. Y. March 1, 1929.

LORD BROMLEY:—45,435. For all forms of cigarettes and tobaccos. J. H. Mahler, New York, N. Y. March 11, 1929.

PEIRCE MIXTURE:—45,436. For smoking and chewing tobacco. Wm. W. Muehlhauser, Quakertown, Pa. March 11, 1929.

LA FLOR DE RYAN & RAPHAEL:—45,437. For cigars. Jose Ferlita Cigar Co., Chicago, Ill. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified though apparently not heretofore registered in any of our affiliated bureaus has been acquired by a transfer from Charles Slater, Chicago, Ill., January 9, 1928.)

WAKECROFT:—45,438. For all tobacco products. J. H. Mahler, New York, N. Y. March 14, 1929.

AMERICAN EXPORT:—45,440. For cigars. Harvey D. Rush, Kansas City, Mo. January 7, 1929.

GREATER READING:—45,441. For chewing and smoking tobacco. George H. Getz, Reading, Pa. March 15, 1929.

TRANSFERS

FLOR DE MENTHOL:—45,043 (T. M. A.). For all tobacco products. Registered by The Moehle Litho. Co., Inc., Brooklyn, N. Y., August 18, 1927. Transferred to Fred A. Honoroff, Indiana Harbor, Ind., August 26, 1927.

YALE BLUE:—9092 (Tobacco Leaf). For cigars. Registered October 22, 1894, by J. O'Gorman, New York, N. Y. Through mesne transfers acquired by Chas. H. Althaus, New York, N. Y., and retransferred to Etta C. Melamed, New Haven, Conn., March 12, 1929.

EXPORTS OF LICORICE ROOT FROM SPAIN

The usual annual shipment of licorice root to the United States from Seville, occurred during the December quarter of 1928 and amounted to 669,295 pounds, valued at $34,924, states American Consul Richard Ford in a report released by the Tobacco Section of the Department of Commerce. The shipment went forward in the form of baled root. This is a seasonal crop, and last year's was one of the smallest that local exporters have handled in some years.

CIGAR AND TOBACCO IMPORT RESTRICTIONS OF VARIOUS COUNTRIES

Numerous travelers are now arranging for their usual summer tours, and those contemplating going abroad, or returning to America with tobacco, cigars, and cigarettes, should consider the customs rules and regulations of various countries, which are as follows:

Great Britain allows free of duty one-half pound of cigars or tobacco.

France permits less than twenty cigars or twenty cigarettes to enter free, provided they are declared. Playing cards and matches are prohibited.

Belgian travelers will find Belgian authorities lenient with tourists who do not carry an excessive amount of tobacco (twenty-five cigars in opened box allowed) or cigarettes. Matches and playing cards are subject to duty.

Holland—similar to Belgium.

Italy—All tobacco must be declared. Playing cards and matches are dutiable, but the examination is lenient.

Germany—Tobacco in any form is liable to duty.

Switzerland—Officials are exceedingly kind to tourists and permit the free entry of practically all personal belongings. One should declare, however, any excessive amount of tobacco.

Spain allows all personal belongings to enter free. The women inspectors at the French-Spanish frontier are renowned for their thoroughness in examinations. Tobacco and matches should be declared.

Norway and Sweden permit free entry of all personal belongings. Tobacco in quantities is taxable.

Passengers westbound receive from their stewards or the purser a declaration form for recording dutiable goods being brought into the United States or Canada. The head or senior member of the family can fill out one form for the family, which will be checked by the customs inspectors when baggage is examined at the pier.

A free allowance of $100 is granted. Adult passengers may bring in fifty cigars, or three hundred cigarettes, or three pounds of tobacco.

BRITISH TOBACCO CONSUMPTION

According to the Monthly Colonial Tobacco Report of Frank Watson & Company, Limited, as reviewed by the Tobacco Section, Bureau of Foreign and Domestic Commerce, clearances and percentage of same to all tobaccos cleared during 1928 were 26,633,496 pounds and 16.62 per cent. compared with 22,799,081 pounds and 14.71 per cent. during 1927. During 1919 the percentage was 1.01; 1921, 4.27; 1923, 6.95; and 1925, 9.82.

Imports from British Colonies amounted to 44,230,817 pounds during 1928; 40,942,102 pounds during 1927, and 29,994,292 pounds during 1926, and the accumulation of stocks since 1919, comparing clearances with receipts, amounts to 59,500,000 pounds. This amount checks with detailed stock on hand figures.

Eight Colonial tobaccos enter into British consumption, and six registered increases during 1928 over 1927.

WALGREEN BUYS MORE STORES

The Walgreen Company has announced the recent purchase of the Linck Drug Company, of Kansas City, Mo., and the West Drug Company, of Grand Rapids, Mich. The total sales of these two chains are approximately $2,500,000 annually.

VOLUME 49 No. 8

THE TOBACCO WORLD

LIBRARY RECEIVED APR 19 1929 U. S. Department of Agriculture

A Shortage Is Threatened

Last September, the hurricane swept over the Island of Porto Rico and left destruction and desolation in its path. Since then, in kindlier mood, Nature has generously provided a long period of the finest tobacco growing weather. Under the beneficent influence of bright, sunlit days, the replanted crop has grown and flourished until today the tobacco plantations present to the eye a crop of a quality without parallel in the Island's history.

And yet, in spite of all the efforts of man and Nature, the crop may prove to be short. This is largely due to the heavy increase in demand from the States, as more and more manufacturers realize the outstanding qualities of Porto Rican tobacco. With its unique natural advantage of being grown in a soil free from chlorines, combined with the most modern methods of seed selection, cultivation and harvesting, Porto Rican tobacco is unequalled by any other tobacco in the world for producing a mild, fragrant, free burning cigar.

PLACE YOUR ORDERS NOW

All over the States, manufacturers, jobbers and dealers are covering their needs for Porto Rican tobacco NOW, to guard against a possible shortage in the crop. Estimate your needs and place your orders at once—do not delay.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Most men choose cigars like sweethearts and wives— ON LOOKS

GOOD-APPEARING cigars are their own best salesmen. Packed in wood, they show to best advantage.

It is scarcely good business to hide the product's most appealing points—color, workmanship, size and shape; to prevent the customer from being persuaded by the things that would make him buy; to add to his difficulty in selecting.

Wooden boxes display cigars so the whole cigar can be seen—not just the end that isn't going to be smoked. It is good business to pack your cigars in wooden boxes.

Oh, 'tis well enough
A whiff or a puff
And the heart of a pipe to get:
And a dainty maid
Or a budding blade
May toy with a cigarette:
But a man, when the time
Of a glorious prime
Dawns forth like a morning star,
Wants the dark-brown bloom
And the sweet perfume
That go with a good cigar.
—Norris Bull

The best cigars are packed in WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 8

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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$2.00 a Year | PHILADELPHIA, APRIL 15, 1929 | Foreign $3.50

T. M. A. WARNS AGAINST HIGHER TARIFF

THE Tobacco Merchants Association has sent out the following bulletin to the trade under date of April 5th again calling attention to the fact that an increase in the duty on imported Sumatra wrappers seems highly probable unless there is united action on the part of the industry against such a move by Congress at the special session which convenes at Washington today:

The date for the convening of the special session of Congress, when the Ways and Means Committee is to introduce the Tariff Revision Bill, is rapidly approaching.

Hence, we are once more calling upon the cigar trade for cooperation in the movement that has been inaugurated on behalf of the cigar industry, to secure a reduction of the tariff on Sumatra wrappers, from $2.10 to $1.50 per pound unstemmed, and from $2.75 to $2.15 per pound stemmed wrappers, so as to secure a much needed stimulus for the preservation and further development of the nickel cigar business, which is the backbone and mainstay of the cigar industry.

And again we must refer to the efforts being made on behalf of shade-wrapper growers, to raise the duty on Sumatra wrapper to $4.62 per pound unstemmed and $5.25 per pound stemmed. That such duty would not only render the use of Sumatra absolutely prohibitive, but would also shoot up the prices for shade-grown wrappers to a corresponding degree, there can hardly be any question.

Thus, the Ways and Means Committee has before it for consideration the cigar industry's demand for a reduction of the tariff on Sumatra to the extent of sixty cents per pound on the one hand, and on the other, the demand of the few shade growing concerns to more than double the existing duty on Sumatra, rendering the use thereof absolutely prohibitive, not only for nickel cigars, but for higher priced cigars as well.

Weighing the interests of the vast cigar industry, with its thousands of manufacturers and tens of thousands of jobbers and retailers, together with the great army of workmen engaged in producing the cigars, and the forty or fifty thousand farmers growing the binders and fillers used therein on the one scale, and the interests of the handful of concerns or corporations engaged in growing shade wrappers on the other scale, it would seem as a foregone conclusion that the verdict would be rendered in favor of the cigar industry.

But these are times of "Farm Relief" agitation, and the shade growers, although constituting, as most of them do, large corporations, call themselves "farmers," and this is what makes the situation so serious. And it is for this reason that it is so essential that the cigar trade communicate their views to the members

(*Continued on Page 17*)

ISIDORE STEINER DEAD

ISIDORE STEINER, well known throughout the cigar industry as president of the International Banding Machine Company, and also vice-president of the Consolidated Lithographing Corporation, died suddenly on Sunday evening, March 31st, at his home, 128 West Fifty-ninth Street, New York City.

Mr. Steiner was returning from a visit to Atlantic City when he was suddenly taken seriously ill on the train and passed away soon after reaching his home.

He was born in Bohemia, but came to this country with his parents when he was a young boy. His father engaged in the lithographing business and Isidore was soon placed at work in the plant. Later he and his brothers were made partners in the business of Wm. Steiner & Sons Company.

He is survived by his widow, three brothers and four sisters.

He was sixty years old.

COLORADO TOBACCO TAX BILL KILLED

Although the tobacco tax bill in Colorado was passed by the House of Assembly in the State Legislature after a bitter fight, it was defeated in the Senate, and that state is thus freed of fear of legislation of this sort for another two years.

The bill provided a tax of 12½ per cent. on cigarettes; 20 per cent. on bulk smoking, chewing tobacco and snuff, and 5 per cent. on cigars. The retail dealer was also to be licensed at $10 a year and post a bond of $500 as a guarantee of the payment of the sales tax.

It was estimated that the bill would produce between $900,000 and $1,200,000 a year in revenues, part of which was to be used for building purposes by educational institutions.

"WM. PENN" SALES INCREASE

Sales figures of the General Cigar Company for the year 1928 show that more than 100,000,000 "Wm. Penn" cigars were sold during that year than during the year 1925, which definitely established the fact that more "Wm. Penn" cigars are being smoked annually than of any other single five-cent brand.

In 1928, while Class A as a whole gained only a little more than 4 per cent., "Wm. Penn" increased its volume by 21 per cent. During the second half of the year with its advertising emphasis placed on the long filler feature of the brand its sales rose sharply, showing an increase of 47,000,000 cigars for the year.

MICHIGAN SENATOR DROPS TOBACCO TAX

STATE SENATOR PETER B. LENNON, who has been the sponsor of a tobacco tax bill in the Michigan State Legislature, announced recently that he had changed his mind on that subject and that he was no longer in favor of a tobacco tax in the State of Michigan.

This change in his stand on the tobacco tax practically means that there will be no tobacco tax bill passed in that state at this session.

Mr. Lennon said: "I wish there could be a tobacco tax, but I can't see how we could tax tobacco without hurting our tradesmen. If there could be a tobacco tax without hurting the Michigan tobacco dealers, I would work day and night for it.

"But Alabama, I hear, wants to repeal its tobacco tax law, because of the great amount of bootlegging, and the tremendous mail-order business in cigarettes and cigars. Other states have found the same conditions. Michigan can't make laws for other states, and Michigan can't pass any law prohibiting a mail-order business from some out-state point.

"A tobacco tax, I am now convinced, would only ruin many of our native tobacco retailers. Instead of Michigan dealers getting the money, it would go to some tobacco merchant just across the state line, selling tax-free tobacco by mail."

Mr. Lennon is now advocating financing of state insane hospitals and other institutions by diverting funds from highway revenues.

ALL CONGRESS DIRECTORS RE-ELECTED

At the recent annual stockholders meeting of the Congress Cigar Company, all directors of the company were re-elected.

At the organization meeting of the Board of Directors immediately following the stockholders' meeting, officers were elected as follows: Samuel Paley, re-elected president; Jacob Paley, re-elected first vice-president and treasurer; Benjamin Schwartz, elected second vice-president, succeeding William F. Paley, who resigned several months ago to enter the radio broadcasting field; Charles D. Moss was re-elected assistant treasurer and also elected secretary of the company, and George M. Lex was re-elected assistant secretary.

STEPHANO BROS. TO MARKET OWN BRANDS

Stephano Brothers, cigarette manufacturers, of 1014 Walnut Street, on April 1st began the selling of their brands of cigarettes direct to the retailers and jobbers east of the Rocky Mountains, instead of through Philip Morris and Company, Limited, which company had formerly acted as their exclusive sales agents through an agreement negotiated some time ago.

Last year Stephano Brothers launched a new cigarette brand on the market here under the brand name of "Smiles," a blended cigarette which has met with considerable success in this market.

TAMPA PRODUCTION SHOWS INCREASE

Production of cigars in Tampa factories for the month of March was 42,946,830, which is an increase of 11,916,360 cigars more than was produced there in the month of February, and 6,702,120 more than was produced in March last year.

The production by classes was as follows: Class A, 13,688,660; Class B, 825,670; Class C, 20,767,390; Class D, 7,500,710, and Class E, 164,400.

CIGAR MEN SPEAK OUT LOUD AT LAST

New York, April 10, 1929.

AN unsual advertising campaign that has just started in middle Western, Southern and Pacific newspapers is beginning to arouse a lot of comment in New York in spite of the fact that it does not appear in any New York publications.

It is the man to man Roi-Tan Cigar advertising, in which cigar men are for the first time coming right out in print with the things they've been saying at directors' meetings and around luncheon tables for these many months.

The advertisements which caused this sensation when copies of out-of-town papers containing them reached New York desks, are part of a Roi-Tan series carrying such frankly spoken text as:

"Cigarettes for the ladies, Cigars for the men—At the dinner party tonight, James, cigarettes for the ladies and my own favorite brand, Roi-Tans for the men."

"No Directors' Meeting is complete without cigars. At important business meetings where matters of moment are decided—cigars are the favorite form of smoking. A good cigar encourages concentration."

"He was more even-tempered when he smoked cigars. Many wives are discovering this. 'Now you listen to me, Bill! Peevish again. Why don't you get back on cigars? You were a lot more even-tempered when you smoked them.'"

At the Picard, Bradner & Brown Advertising Agency, where the Roi-Tan advertising was prepared, it was stated that:

"The form in which the public buys tobacco really makes no difference to the tobacco industry at large. Cigars are the right form of smoking for some types of people; cigarettes for others. The only thing of importance is that each purchaser shall get his maximum money's worth. Nearly all men seem to regard cigars as their ultimate smoke—the delightful luxury in which they will indulge ten years later, when they've made a lot of money! But some of these would undoubtedly be helped toward this ultimate goal by the greater contentment, calmness, serenity and complacency that cigars can give them in the meantime.

"With regard to the expense, lots of men—even lots of cigarette smokers—would rather have a cigar than a sweet dessert after a meal, and the average cigar costs a whale of a lot less than a slice of pie!"

Whatever the cause may be, the tobacco industry's statistics show that cigar smoking has suddenly taken a spurt forward in this country. January, February and March consumption were way ahead of the first quarter of last year. So pronounced has this trend become that leading custom tailors here report it has been necessary to deepen and slightly expand the size of this year's outside coat pockets for the specific purpose of providing better accommodations for man-sized cigars.

TAMPA BARGAIN STORE ADDS ANOTHER

The Tampa Bargain Store has added another location to their chain of stores, making a total of three stores now being operated under that name. The most recent addition being the location at 33 South Sixteenth Street, which was formerly occupied by a Yahn & McDonnell retail stand. The other two stores are at South Fifteenth Street, below Market, and Chelten and Germantown Avennes. Abe Rendelman is managing the chain and their sales are increasing steadily under his able direction.

The Greatest Long-Filler Machine Ever Built

Improved!

With Three Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The MODEL S UNIVERSAL
Long-Filler Bunch Machine

{Non-Blending Type}

For High-Grade Work

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven blower. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects* a saving of binders because smaller binders can be used.

This High-Grade Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

Labor, Stock and Money-Saving Features.

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few spins of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and height.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

PHILADELPHIA.

HERMAN VETTERLEIN PASSES AWAY

HERMAN G. VETTERLEIN, well-known leaf tobacco dealer, with offices at Sixth and Arch Streets, passed away at his home, 1530 Locust Street, on Saturday, March 30th, following a brief illness.

Mr. Vetterlein had been associated with the leaf tobacco industry for a great number of years and was well known as an active worker toward better conditions in that industry.

Funeral services were held on Tuesday morning from the Church of St. John the Evangelist, on Thirteenth Street south of Market, and interment was made in Holy Cross Cemetery.

Mr. Vetterlein was affiliated for many years with St. Francis Country House at Darby, Pa., a non-sectarian institution for the care of convalescing patients from local hospitals; the Philadelphia Council K. of C., American Catholic Historical Society, Pennsylvania Historical Society, and the Philadelphia Bourse.

He is survived by his widow, Bertha A., one sister, one brother, and a nephew, Dudley A. Vetterlein, who is in the cigar manufacturing business, and who is a son-in-law of Charles B. Hall, a Councilman of this city.

Mr. Vetterlein was eighty-three years old.

MISS MARIE EISENLOHR LEAVES $2,000,000

The personal estate of Miss Marie Eisenlohr, sister of the late Charles J. Eisenlohr and Charles J. Eisenlohr, former members of the firm of Otto Eisenlohr and Brothers, has been appraised at $2,117,497 according to an inventory filed with the Register of Wills last week.

Miss Eisenlohr died on January 12, 1929, and was one of the principal heirs of her brother, Louis, who died in 1922.

The bulk of Miss Eisenlohr's estate consists of $1,869,944 in bonds, including municipal and public utility bonds of southern and western cities and foreign countries.

Among the stocks listed are fifty-nine shares of the Pennsylvania Company for Insurance on Lives and Granting Annuities, par value $100, and valued now at $1400 each.

Other stocks include 250 shares of Otto Eisenlohr and Bros., Inc., valued at $24,500.

The bulk of Miss Eisenlohr's estate is inherited by her brother, Charles. She placed $100,000 in trust each for Marie and Otto William Eisenlohr, children of a deceased nephew, and made a total of fifty-two absolute bequests totaling $309,000.

YAHN & McDONNELL TAKE OVER G. S. MAHN BUSINESS

THE OLD-ESTABLISHED business of Godfrey S. Mahn, which has been in Philadelphia for a number of years, was discontinued on March 25th, due to the fact that the building where the store is located is to be torn down and the firm could not find other suitable quarters in the neighborhood.

Yahn & McDonnell, which conducts the stand in the Widener Building, only a few doors away, have taken over the business, and the brand "As You Like It" will in the future be on sale in their stands located at convenient points in the center of the city.

The "Mahn" stocks of high grade cigars, tobaccos and accessories, were placed on special sale at the Yahn & McDonnell Widener Building store from April 1st to April 13th, inclusive, at savings averaging from ten to fifty per cent. below their usual sale price.

WEBSTER-EISENLOHR DIRECTORS RE-ELECTED. EARNINGS INCREASE

On the basis of present operations and volume of business, in prospect, Webster-Eisenlohr, Incorporated, earnings for the current year may exceed $5 a share on the outstanding stock, according to a statement issued by Anthony Schneider, vice-president and general manager, immediately following the annual meeting of the stockholders held here on Wednesday, and at which time all directors were re-elected.

"Gross sales and net earnings thus far in 1929 are running about 46 per cent. ahead of the corresponding period of 1928. Present product of the company and of wholly-owned subsidiaries is running in excess of 1,000,000 cigars a day."

The corporate offices of the company were removed from this city to 511 Fifth Avenue, New York City, at the end of last week. There it will be quartered with the offices of the Union Cigar Company, principal owners of Webster-Eisenlohr stock.

A new company, Otto Eisenlohr, Incorporated, distributors, is being incorporated to handle the distribution of the company's product in the Philadelphia territory.

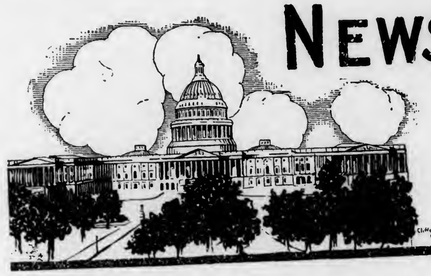
Frank P. Will, sales manager of the G. H. P. Cigar Company, is in Milwaukee this week conferring with the officials of their branch distributing house there.

"Don't be selfish"

CAMELS

Pleasure for all

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

ALTHOUGH called by President Hoover for the primary purpose of considering farm relief and tariff legislation, and with party leaders planning to confine activities as closely as possible to those two subjects, indications are that considerable legislation of interest to business and industry will be introduced in both the House and Senate during the special session which will convene April 15 although, if the Administration program is followed, none of these measures will be taken up for consideration until the regular session begins in December.

In order to restrict general legislation to a minimum, so that the special session may not be dragged out through the summer, the House will not appoint any committees other than those required to carry out the main purposes of the session, so that any bills which may be introduced will not be given consideration. The Senate, however, being a continuing body, has its committees already in existence, but they do not plan to do any work. However, in case of an emergency requiring immediate legislation, the House leaders would not hesitate to appoint such committees as might be necessary.

The tariff bill will be introduced in the House probably April 20, but will not be taken up immediately as an effort is to be made first to get the farm relief legislation out of the way. If the farm relief bill gets into a jam, however, the House may take up tariff while its difficulties are being ironed out. After the farm bill and tariff are put through by the House and are before the Senate, the House plans to take three-day recesses while awaiting the action of the upper body.

It is anticipated that the bill providing for the maintenance of resale prices on trade-marked articles will be reintroduced with a good chance of its enactment during the coming regular session, at which time it is expected the Federal Trade Commission will have made its report upon its investigation. Also expected, is reintroduction of the bill to revise the trade-mark laws so as to consolidate them and remove some of the provisions which have been found unsatisfactory: a measure of this sort passed the House the session before last but failed to receive action in the Senate. Amendment of the bankruptcy laws in conformity with the recommendations of the Department of Justice, the control of interstate motor passenger and freight transportation lines, elimination of bribery and corrupt practices in business and the provision of penalties for the interstate transportation of stolen property also are expected to be dealt with in legislation which will be introduced.

Chain Stores Asked to Furnish Intimate Information

Chain store systems throughout the United States are being asked by the Federal Trade Commission to furnish intimate information regarding their activities, as part of the investigation which is being carried on by the commission under a Senate resolution.

A specially prepared questionnaire, which is designed to secure scientifically accurate data regarding the marketing and distribution of chain store merchandise, has been prepared by the commission for distribution among the various systems. The questionnaire is designed to bring out information showing chain store development and consolidation, character and volume of chain store business, extent of service features, chain organization and management, wholesale business carried on by chains, sale of private brands, price policies, advertising expenses and financial results of chain store operation.

Statistics and general information of lasting value to the business community are expected to be obtained as a result of this questionnaire, it is declared by the commission, and the information sought is considered essential for an adequate answer to the Senate resolution which initiated the inquiry. In making up the questionnaire the commission had the benefit of suggestions and criticisms furnished by representatives of a number of large chain store organizations.

No Tax Cut Probable at This Session

A Treasury surplus of $100,000,000, anticipated at the end of the present fiscal year, does not provide sufficient margins to permit a tax cut at the special session of Congress, in the view of President Hoover.

The President is represented as feeling the present is not propitious for a discussion of tax reduction, since the Government is committed to heavy expenditures under legislation enacted during the past eighteen months, with possibilities of further expenditures for farm relief, if the measure which comes before the special session requires some sort of Federal financial participation.

Any reduction in taxes which may be determined upon at the next regular session, the President believes, should be devoted largely, if not entirely, to further extension of the earned-income provisions. He is represented as holding the view that there is not sufficient distinction at the present time between earned and unearned income. Earned income, in the opinion of Mr. Hoover, must contain provision for future savings, which does not pertain to unearned income, which may remain constant regardless of the earning ability of the recipient, and as long as there is insufficient

(Continued on Page 12)

"Light a Lucky—

when you crave things which make you fat"

Damon Runyon

Damon Runyon,
Noted Sports Authority

"In the athletic world, men study every method of maintaining physical fitness. One simple rule to maintain proper weight seems universal: Light a Lucky when you crave things which make you fat. Business men, too, who want to keep their efficiency, have adopted this pleasant protection—the marvelous toasted flavor of Luckies encourages a normal, healthful diet."

DAMON RUNYON

The modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "Its good to smoke Luckies."

Note: Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during the year 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This surely confirms the public's confidence in the superiority of Lucky Strike.

Damon Runyon, Popular Sporting Writer

Reach for a Lucky instead of a sweet.

"It's toasted"

No Throat Irritation-No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway"

© 1929, The American Tobacco Co., Manufacturers

TOBACCO COMPANY PROFITS HIGHER IN 1928

ALTHOUGH aggregate net earnings of ten representative tobacco manufacturing companies showed an increase of 3.94 per cent. in 1928 over 1927, for a new high record, 1928 was not as generally prosperous for the group as the preceding year, according to the *Wall Street News*.

New high earnings records were attained by six companies, compared with eight in 1927 and seven in 1926. In three cases earnings were below those of 1927, while in the earlier year only one company reported a falling off.

Gain in aggregate earnings last year of 3.94 per cent. compares with gain of 5.95 per cent. in 1927, an increase of 4.43 per cent. in 1926 and 10.1 per cent. in 1925. The 1928 earnings total was, however, 10.1 per cent. over 1926, an increase of 15.1 per cent. over 1925 and one of 26.6 per cent. over 1924.

Aggregate net profits of ten of the leading companies, after interest and depreciation charges and taxes, reached the record volume of $93,074,381, compared with $89,548,001 in 1927, with $84,511,249 in 1926, with $80,923,999 in 1925 and $73,470,872 in 1924.

Outlook for this year is good, based upon the continuing upward trend in demand for cigarettes, a steady sale of snuff, and the increasing mechanization of cigar manufactories, permitting larger operating profits and greater expenditures for advertising. Aggregate net working capital of the group increased approximately 2.8 per cent. over the end of 1927, for which a 33⅓ per cent. increase in cash holdings of the companies was responsible. Inventories, consisting mainly of leaf tobacco, showed a decline of about 1.7 per cent.

1929 Outlook Favorable

Cigarette manufacturers will operate in 1929 at reduced wholesale prices for the full 12 months, unless some change is made, compared with only about nine months under reduced prices in 1928. In view of the showing of record earnings by three of the four cigarette companies last year, it seems probable the general profits should be creditable this year, provided the usual 8 per cent. or 9 per cent. increase in consumption materializes.

R. J. Reynolds Tobacco Company was again the outstanding figure of the tobacco industry. It not only broke its own earning records for the eighth consecutive year, but showed for the sixth time the largest profits ever reported by a tobacco company in the United States. Net income after taxes and charges was $30,172,563, equivalent to $7.54 a share on its combined shares of $25 par common and Class B common stocks. This represented an increase of approximately 3.75 per cent. in net over the $29,080,665 reported for 1927, when $7.27 a share was shown on the combined common shares.

Consolidated Cigar led the cigar makers with the record net of $3,613,798, equivalent after dividend requirements on Subsidiary preferred stock and 6½ per cent. prior preferred and 7 per cent. preferred stocks to $10.61 a share on 250,000 no-par common shares. This compared with $2,921,637, or $10.07 a common share in 1927.

Among the snuff manufacturers, the United States Tobacco Company led the field for the fourth consecutive year. Its earnings of $2,660,390, equivalent after preferred dividends to $5.96 a share on 381,542 no-par common shares, were the largest ever reported by a snuff company, and were followed by those of G. W. Helme with net of $2,301,051.

(Continued on Page 14)

"OLD GOLD" WINS AT THE BELLEVUE

IN A RECENT test to ascertain the most popular cigarette among a group of diners at the Bellevue-Stratford Hotel here, "Old Gold" cigarettes was the first choice of twenty-six persons out of forty-six persons in the group.

The test was conducted under the personal supervision of the Maitre d'hotel, and he states that it was a perfectly impartial test and that no person knew the names of any of the four brands he smoked.

The three other brands used received eight, six and six first choices out of the forty-six.

ANOTHER FACTORY FOR D. E. KLEIN

The D. Emil Klein Company, of East 92nd Street, New York City, has recently taken over the factory building formerly occupied by Bayuk Cigars, Incorporated, in New Brunswick, N. J., and the factory formerly occupied by the Klein Company there will be consolidated with this newly acquired building, thus making it possible for the employment of additional cigarmakers and also providing additional storage place.

The production of the Klein Company has shown a steady increase since the first of 1929, and it is expected that the company will pass the fifty million mark by the end of the year on their brands, "Haddon Hall," "Nottingham" and "Emanelo."

McGUERTY NOW ROMEO REPRESENTATIVE

John L. McGuerty, who has been associated with William T. Taylor, U. S. and Canadian representative of the Romeo y Julieta factory, for the past six years, has been appointed by the factory as their representative to succeed Mr. Taylor, who has been in ill health for some time.

Mr. McGuerty has been associated with the cigar industry for twenty-five years and has had a wide experience in the field during that time which will prove valuable both to him and the Romeo y Julieta factory in his new position.

TALK OF TOBACCO COMPANY MERGER

According to the *New York American*, leading tobacco companies will take an important part in merger plans, according to rumors in banking circles last week. A group of bankers interested in the tobacco industry, it is stated, have been discussing amalgamation plans for several weeks.

The United Cigar Stores and Union and United Tobacco, it is expected will play an important part in the consolidation, and other Whalen properties may be involved.

FENDRICH TO STAGE DENBY CONTEST

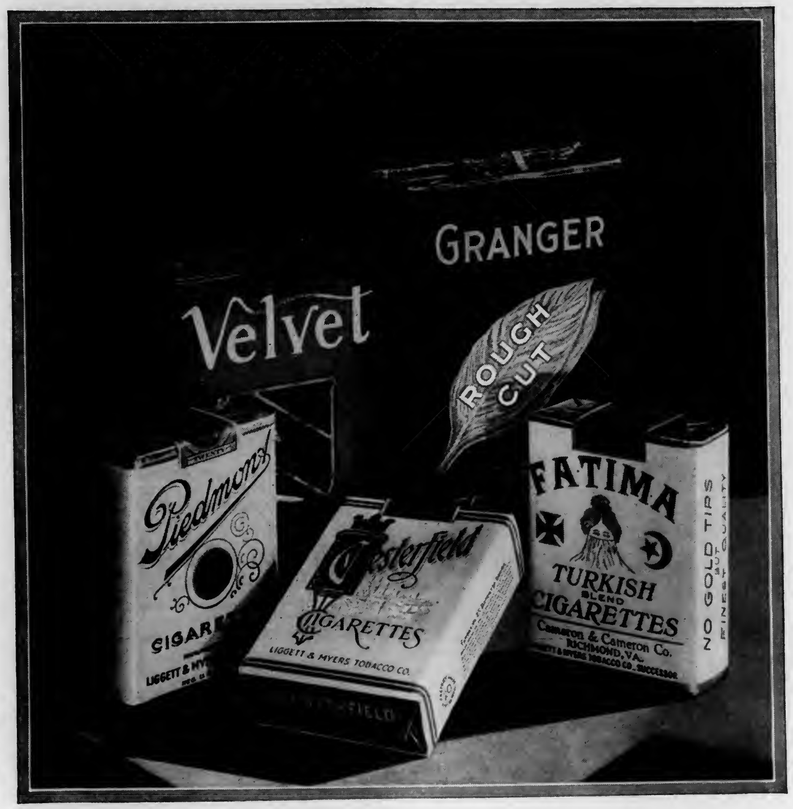
H. Fendrich, Incorporated, of Evansville, Ind., has announced that a contest open to the public will be opened some time during the week of April 29th, in which prizes will be awarded to smokers of "Charles Denby" cigars for the best letters describing why they smoke "Charles Denby."

The prizes will be in cash and will total $2500.

Final conditions of the contest will be announced later.

SCHULTE PROFIT LESS

According to a recent report of the Schulte Retail Stores Corporation, profit for the year 1928 was $5,243,711, a decrease of $1,676,109 before allowance for Federal taxes.



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by *Liggett & Myers Tobacco Co.*

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

News from Congress

(Continued from page 8)

distinction between the two tax bases, the former is penalized.

Reduction of taxes, however, depends entirely on the rate of reduction of public expenditures, according to the views of the President. Appropriations during the past eighteen months for naval expansion, flood relief and other purposes have materially increased the burden of expenses upon the Treasury. Some economies, the President hopes, may be achieved by reorganization of Federal activities so as to reduce duplication and overlapping of departmental projects and their consequent increased cost, while some saving will be secured through reduction of the debt and its attendant interest charges. A steadily increasing prosperity, as indicated by the heavy March tax receipts, will be the final factor in the situation.

Because of the fact that the special session may bring out farm relief legislation which, while fully acceptable to the President, may involve some expenditure on the part of the Government, little consideration is being given to the tax question at this time. Further, the Administration has pointed out, until the incident of these increased expenditures upon the budget has been more definitely determined, officials will not be in a position to discuss tax reduction with any positiveness.

REYNOLDS BUSINESS SHOWS NICE GAIN

Bowman Gray, president of the R. J. Reynolds Tobacco Company, who has just returned from several months spent abroad, when asked today about the cigarette and tobacco industry, expressed satisfaction over the continued expansion of the cigarette business both in this country and over the world generally.

He stated that the outlook for the year 1929 is exceptionally bright and that his company's leading brands, "Camel" cigarettes and "Prince Albert" smoking tobacco, along with many other important brands of the company, have shown nice gains in sales for the first quarter of 1929 as compared with the first quarter of 1928, and that while the cigarette price was $6.40 per thousand in the first quarter of 1928 as compared with $6 per thousand in the first quarter of 1929, company profits for the 1929 are, nevertheless well in excess of those for the same period of 1928.

STEIN CIGAR COMPANY HAS FIRE

The cigar manufacturing plant of the Stein Cigar Company, located in York, Pa., suffered considerable damage as the result of a fire of undetermined origin on Wednesday, March 27th.

The fire was discovered about 10.30 P. M. and three companies responded to the alarm. The fire was quickly extinguished but the cigars and tobacco in the building were practically a total loss due to the smoke and water.

The average experienced cigar maker in Havana, Cuba, makes about 100 cigars a day for which he is paid from three to six cents each. It takes an expert cigarmaker twenty minutes to make the six-inch havana which is made for J. P. Morgan, and they retail at $1.50 each.

PENNSYLVANIA TO PLANT MORE TOBACCO

ACCORDING to the reports of Pennsylvania farmers to the Federal-State Crop Reporting Service, Harrisburg, Pa., if weather and other conditions permit, they intend to plant a greater acreage of tobacco this year than was harvested in 1928, and to decrease their potato and hay acreage.

It is indicated that the 1929 acreage will be 5 per cent. more than the 1928 acreage for Pennsylvania, and the acreage over the entire United States will be approximately 3.6 per cent. more than in 1928.

It is pointed out that these figures are not to be construed as indicating the acreage that will actually be planted, since conditions between now and planting time may cause farmers to materially change their present acreage plans.

GEM CITY WEBSTER COMPANY ORGANIZED

The Gem City Webster Cigar Company, of Dayton, Ohio, has been recently organized to succeed the Gem City Cigar Company of that city, to deal in cigars, tobacco and similar supplies. Authority was given the company to issue two hundred and fifty shares of stock and to begin business with a capital of $1000.

The incorporators are Fred Maus, Joe Williamson and Fred Gagel. Mr. Gagel is associated with the H. N. Gagel Farm Implement Company, and he stated that the company would engage in a wholesale cigar business and will probably have the same offices as the old Gem City Cigar Company, at 206 East Third Street.

TAMPA FIRM TO MAKE "KING COLE"

The Old King Cole Cigar Company, of Tampa, Fla., has recently been organized to manufacture the "Old King Cole" cigar and this title has been leased from the B. Wasserman Company.

The Wasserman Company retains all rights to the "Old King Cole" label for the manufacture of smoking tobacco. This title was secured by Wasserman last year from A. H. Carling, who previously manufactured the "Old King Cole" cigars and cigarettes.

GIRL SMOKERS JOIN EASTER PARADE

A group of ten young ladies joined the fashionable Easter parade on Fifth Avenue, New York City, and paraded the avenue lighting one cigarette after another in what was evidently intended to be another effort to establish equality of the sexes.

However, they were allowed to enjoy their cigarettes unmolested and finally retired much disappointed in the fact that they gained no attention from the passers-by or the officers of the law.

INCREASE IN FISCHMAN INCOME

Report I. Fischman & Sons for 1928, showed net sales of $2,380,287 for the twelve months ended December 31, 1928. Net income was $423,784, an increase of $334,963.

I. Fischman & Sons are manufacturers of soda water fountains, and have recently purchased a plot of ground and will erect a factory here at Erie Avenue and G Street.

JESSE TAYLOR NOW PRESIDENT OF UNION TOBACCO COMPANY

Jesse R. Taylor, former treasurer of the American Tobacco Company, was elected president of the Union Tobacco Company last week.

TURKISH COMPANY TO MANUFACTURE CIGARETTES IN UNITED STATES

The Turkish Tobacco Monopoly, Ltd., has been incorporated with capital of $1,000,000 to act as American representative of the Turkish Tobacco Monopoly, of Turkey, which controls production of Turkish leaf tobacco.

The American branch plans to manufacture cigarettes in this country.

CIGAR EIGHT FEET LONG

Last week the world's largest cigar was on exhibition at Havana, Cuba. The big smoke, product of Francisco E. Fonseca, weighs two hundred pounds, is eight feet six inches long and seventeen inches in diameter.

The cigar is made of Cuba's finst tobacco from the Vuelta Abajo, and was produced for exhibition at the Ibero-American Fair to be held in Seville, Spain.

AMERICAN SUMATRA OFFERS RIGHTS

Common stockholders of the American Sumatra Tobacco Corporation of record April 2d, have been offered rights to subscribe to additional common stock at $45 a share, in the ratio of one share of new stock for each five held. The proceeds of the sale of the new stock will be used to retire at $110 the fifteen thousand shares of outstanding seven per cent. stock.

CUBAN TOBACCO

A good tobacco crop in the Pinar del Rio section is reported, while the Santa Clara section has suffered from a drought, according to information received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner O. R. Strackbein. Buyers are holding off, awaiting more definite indications of price tendencies.

CIGARS MAY BE VOGUE IN TURKEY

It is reported that the Turks are planning to take to cigars, so that the Occidental ward politician and man-about-town may have nothing on his Anatolian brother.

The Turkish Tobacco Monopoly is to engage a foreign expert, who will teach the nation how to make cigars and how to smoke them.

TOBACCO PRODUCTS DIVIDEND

The Tobacco Products Corporation has recently declared an initial quarterly dividend of thirty-five cents on the new Class A stock, payable May 15th to stockholders of record April 25th. This payment is equal to $1.75 a share quarterly on the old stock which was split up on the basis of five new shares for each one of the old held.

PORTO RICO CONDITIONS

Tobacco planted from November 15 to December 20 is reported excellent as to quantity and quality. Earlier plantings suffered from too much rain and later ones from too little rain, resulting in reduced production per acre, but fairly good quality. (Assistant Trade Commissioner J. R. McKey.)

At a recent meeting of the Independent Retail Tobacconists Association of America, held in the Hotel Pennsylvania, New York City, the members present voted to exclude from their displays all cigarettes not sanctioned by the association.

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

TOBACCO COMPANY PROFITS

(*Continued from Page 10*)

Record Cigarette Output

Domestic production of cigarettes in the United States in 1928 established a new high record for the seventh consecutive year. A total of 105,915,965,014 cigarettes was produced, representing an increase of 9 per cent. over the 1927 output of 97,176,607,484. Percentage of increase was larger than the 8.6 per cent. gain recorded in 1927 over the preceding year, although not as large as in 1926, when an increase of 11.8 per cent. was shown over the 79,957,612 cigarettes produced in 1925.

The 1928 record domestic output was, however, almost double the country's output in 1919, when it totaled only 53,119,784,232 cigarettes. It was more than double the 1920 output of 47,430,105,055, and more than six times the 1914 output of 16,855,626,104 cigarettes.

Cigar production in 1928 declined 1.8 per cent. from 1927, compared with a decline of only one-quarter per cent. in 1927 from the preceding year. Total output was 6,453,667,674 cigars, compared with 6,571,372,820 in 1927 and 6,588,928,472 in 1926. Peak production of cigars was reached at 8,096,758,663 in 1920.

Production of snuff exceeded the previous record by a small margin, totaling 40,655,395 pounds, against 40,154,792 in 1927. Increase was approximately 1.25 per cent over 1927, compared with an increase of 5.4 per cent. in 1927 over the preceding year. Manufactured tobacco fell off about 3 per cent from 1927, totaling 343,458,596 pounds, against 353,919,878.

Net Earnings Compared

Following shows net income after interest and depreciation charges and taxes of ten of the leading tobacco manufacturing companies in 1928, compared with the three preceding years:

R. J. Reynolds—1928, $30,172,563; 1927, $29,080,-864; 1926, $26,249,403; 1925, $25,221,579.

American Tobacco—1928, $25,014,434; 1927, $23,-257,803; 1926, $22,499,648; 1925, $22,238,596.

Liggett & Myers—1928, $19,408,644; 1927, $18,743,-395; 1926, $17,636,946; 1925, $15,289,652.

P. Lorillard—1928, $1,817,428; 1927, $2,490,786; 1926, $4,117,197; 1925, $5,641,431.

American Cigar—1928, $2,767,079; 1927, $2,877,-943; 1926, $2,666,681; 1925, $2,209,921.

General Cigar—1928, $3,140,459; 1927, $3,366,136; 1926, $2,562,812; 1925, $2,657,490.

Consolidated Cigar—1928, $3,613,798; 1927, $2,-921,637; 1926, $2,486,357; 1925, $1,523,162.

U. S. Tobacco—1928, $2,660,390; 1927, $2,576,870; 1926, $2,394,837; 1925, $2,298,307.

G. W. Helme—1928, $2,301,051; 1927 $2,258,850; 1926, $2,223,919; 1925, $2,203,704.

American Snuff—1928, $2,178,535; 1927, $1,973,917; 1926, $1,673,449; 1925, $1,640,157.

Total—1928, $93,074,381; 1927, $89,548,001; 1926, $84,511,249; 1925, $80,923,999.

The greatest gain in earnings was made by American Tobacco. R. J. had this distinction in 1927, and Liggett & Myers in the two preceding years. Lower earnings were shown by P. Lorillard, American Cigar and General Cigar. Lorillard is in the midst of a campaign to popularize its popular-priced cigarette, and suffered the most from the price reduction last year. It has a good chance of showing better profits this year, providing there are no further downward revisions in price.

American Cigar reflected the downward trend in cigar consumption, but may soon decide to increase the proportion of machine-made product, which is now only about 20 per cent. of its total output. General Cigar got away to a poor start early in 1928, and did not get its new Binghamton plant into operation until well into the year, but showed vastly improved earnings power in the final quarter, when profits reached a new high record for any quarterly period.

Cigarette Makers Well Off

Balance sheets of R. J. Reynolds, American Tobacco and Liggett & Myers all showed excellent financial condition at the end of 1928. R. J. Reynolds declared an extra dividend of $1.50 in addition to the regular annual dividend of $5. Its $25 par shares have been changed to $10 par and split up 2½ for 1, and the new shares are now paying $2.40 annually, or the equivalent to $6 on the old shares.

Liggett & Myers placed its common stocks on a regular $4 annual basis, compared with former $3, and declared an extra of $1 early in 1928. American Tobacco maintained its regular rate of $8 annually on the common and Class B common shares, but before the end of 1929 may act on a 2-for-1 split-up and pay $5 on the new shares annually.

Liggett & Myers' earnings were equivalent after preferred dividends to $6.82 a share on 2,614,238 shares of common and Class B common of $25 par, compared with $6.56 a share on combined common in 1927. American Tobacco earned $11.19 a share on its 1,925,917 shares of combined common stocks of $50 par, against $10.29 a share on 1,952,884 shares of combined common in 1927.

Working Capital Up $14,000,000

Aggregate net working capital of the ten companies amounted to $506,698,814 at the close of 1928, compared with $492,221,323 in 1927, $452,835,116 in 1926 and $422,922,327 in 1925. This means an increase of about $14,000,000 over 1927, against an increase in the earlier year of about $40,000,000 over 1926, and a gain of about $30,000,000 in 1926 over 1925.

The largest increase in net working capital was made by American Tobacco, with a gain of about $6,-500,000. Liggett & Myers made the next largest gain.

The following shows net working capital of ten of the leading tobacco manufacturing companies at the close of the past four years:

R. J. Reynolds—1928, $126,236,230; 1927, $124,-467,286; 1926, $115,915,593; 1925, $105,999,434.

American Tobacco—1928, $101,954,849; 1927, $95,-403,628; 1926, $89,512,768; 1925, $87,531,654.

Liggett & Myers—1928, $116,507,529; 1927, $111,-213,283; 1926, $104,100,744; 1925, $98,545,146.

P. Lorillard—1928, $55,505,954; 1927, $55,893,128; 1926, $43,776,214; 1925, $44,807,559.

American Cigar—1928, $18,791,704; 1927, $19,488,-439; 1926, $17,898,364; 1925, $17,364,254.

General Cigar—1928, $18,879,842; 1927, $19,696,-115; 1926, $20,110,707; 1925, $20,940,921.

Cons. Cigar.—1928, $17,803,968; 1927, $17,943,097; 1926, $17,434,173; 1925, $6,396,459.

U. S. Tobacco—1928, $25,060,230; 1927, $23,129,-368; 1926, $20,764,151; 1925, $18,790,464.

G. W. Helme—1928, $15,390,006; 1927, $14,936,387; 1926, $13,825,745; 1925, $13,327,650.

American Snuff—1928, $10,568,502; 1927, $10,050,-592; 1926, $9,496,657; 1925, $9,218,786.

Total—1928, $506,698,814; 1927, $492,221,323; 1926, $452,835,116; 1925, $422,922,327.

(Continued on page 18)

FRANCE LEADS EUROPE IN PURCHASE OF AMERICAN CIGARETTES

FRANCE is by far the leading purchaser of American cigarettes in Europe, exceeding all other European countries combined. Shipments of American cigarettes to France increased 56 per cent. last year when 13,000,000,000 cigarettes were smoked, an increase of approximately 30 per cent. over the previous year. The sales of American cigarettes jumped from only 150,000,000 in 1927 to 258,000,000 in 1928.

The French tobacco monopoly operated by the Government, netted at least $160,000,000 last year, an amount amply sufficient to pay France's yearly debt to America with $50,000,000 left over. The increase is largely due to the new habit among the French people of smoking manufactured cigarettes instead of rolling their own, which also accounts for the increased popularity of the American short smoke. Moreover the French have been complaining that the tobacco monopoly uses fast-burning paper to make each cigarette last a shorter time and so speed up sales.

TOBACCO PRODUCTION IN JAVA

Tobacco was one of the few important Java crops that showed a smaller production in 1928 than in the preceding year, states American Vice Consul Dale W. Maher in a report released by the Tobacco Section of the Department of Commerce. Weather conditions were unfavorable and low prevailing prices aggravated the situation for the planters. In some districts, particularly in East Central Java, the crop was reported a failure. Many planters harvested their crops early because of the fact that the leaves were falling off, and the quality was naturally inferior. Crop estimates were about 50 to 60 per cent of those for 1927, when the crop was estimated at 174,000,000 pounds. Prices during 1927 averaged about Florin 1.00 to 1.25 per catty (1.356) pounds), but in 1928 the season's highest was 80 Dutch cents.

Exports of leaf and manufactured tobacco from Java and Madura during 1927 and 1928 were as follows:

	1928 *Pounds*	*1927* *Pounds*
Wrapper	84,068,012	92,496,198
Fancy Leaf	23,335,691	22,689,743
Not Specified	10,163,206	9,455,529
Cut Tobacco	244,711	271,166
Cigarettes	220,460	518,081
Total	118,032,080	125,430,717

CIGARETTES 15 CENTS IN SAN FRANCISCO

The San Francisco Retail Cigar Dealers' Association has furnished all of its members a card with the following notice printed thereon: "The retail price of Camels, Chesterfields, Lucky Strikes, Old Golds and Three Castles is fifteen cents straight. San Francisco Retail Cigar Dealers' Association."

The dealers are displaying these cards prominently in their stores announcing their intention of sticking to the established price in spite of the cutting on the part of some of the chain stores.

CRIME TO THROW CIGARETTE FROM CAR

Out in the State of Idaho, where men are men and women are women, a new law has just been signed by the Governor making it a misdemeanor to throw lighted cigarettes from an automobile.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

SMOKE CIGARS IF YOU WISH TO ENJOY TOBACCO WITHOUT SHOCK TO YOUR NERVOUS SYSTEM—

is advice of world-renowned surgeon

DOCTOR HENRI BRODIER

Chief of the Surgical Clinic of the Paris Faculty

By featuring the testimonials of the world's greatest Doctors, La Palina's Spring 1929 Advertising Campaign is doing more to convert new and old smokers to the cigar than any other campaign ever published.

LA PALINA

UNITED STATES BUREAU OF STANDARDS FIREPROOFING CIGARETTE STUMPS

DISCARDED cigarettes and matches will cause fewer fires if manufacturers adopt the methods of fireproofing suggested by tests recently conducted at the United States Bureau of Standards.

Fire loss statistics collected by the National Board of Fire Underwriters attribute about one-sixth of the property loss from known causes to matches and smoking. If the same ratio holds for the loss from unknown causes, for the unreported loss and for the original cause of communicated fires, matches and smoking are responsible for a property loss near $90,000,000 a year. If some of the methods of making the cigarettes and matches go out sooner after they are thrown away are adopted, P. D. Sale, who conducted the experiments at the bureau, believes that this loss might be reduced considerably.

Hundreds of cigarette butts were collected to determine what length usually is discarded unused. It was found that the average smoker throws his cigarette away with an inch and a quarter unburned, while less than two per cent. of the butts are smoked down to the last quarter inch.

Approximately 170,000 cigarette stubs are discarded every minute, and laboratory tests, duplicating as nearly as possible an actual condition that might occur, indicated that from 50 to 90 per cent. of the butts falling on readily combustible materials, such as the dry or nearly dry grass pad used in the tests, would with a slight wind blowing, cause fires.

Under actual conditions most cigarettes do not fall lighted on inflammable materials, but the 250,000,000 discarded every day constitute an enormous fire hazard. The Government is particularly interested in the problem of the vast losses caused in public parks, national and privately owned forests, and public buildings, by careless smokers.

Over 30,000 fires are believed to have been caused by smokers in the public and private forests of the country in 1927, causing the burning of over 7,000,000 acres or more of land with a loss of more than $6,000,000.

The problem was attacked by the Bureau of Standards, and in tests made to simulate the fire hazard incident to discarded smoking materials it was shown that cigarette tips can be applied that will smother the fire soon after they are discarded.

It was found by using a cork tip an inch long, either plain or coated on the inside with water glass, a sodium silicate substance, that the glow in the average butt would go out soon enough greatly to decrease the danger of fire. Laboratory tests with this type of cigarette compared with the untipped and uncoated variety showed that the number of fires caused when falling on dry grass was reduced some 90 per cent.

Even the ordinary untipped cigarette partly coated with water glass cut down the fire hazard by 50 per cent.

Other treatments found to have varying degrees of success were the use of asbestos paper, a double thickness of cigarette paper and boric acid solution. These methods are not all believed to be commercially practical, however. Various length tips were applied to the average 1¼ inches usually discarded.

Although the tipping smothers the fire only in the last inch or less of the cigarette, it was found by observation that the longer butts usually are discarded at car stops and entrances to buildings, where there is little danger of their causing fires.

AMERICAN TOBACCO SUITS IRISH FREE STATE

THE Irish Free State is a fairly heavy importer of tobacco and the largest percentage of the country's requirements consists of the American-grown product, states American Consul J. F. Harrington in a report released by the Tobacco Section of the Department of Commerce. American leaf is widely used, its principal foreign competitors being Near Eastern tobacco, used for blending, and West Indian fillers and wrappers. Bright Virginia and North Carolina flue-cured are used by cigarette manufacturers who provide the heaviest demand on this market. Total imports of unmanufactured tobacco from all sources fell off from 10,184,476 pounds in 1927 to 8,277,273 pounds in 1928, while arrivals of manufactured tobacco in those years aggregated 70,739 pounds and 67,331 pounds, respectively.

Direct shipments of unmanufactured tobacco from the United States to the Irish Free State, most of which is unstemmed and unstripped, rose from 2,121,061 pounds in 1927 to 2,331,390 pounds in 1928. Arrivals of manufactured tobacco of American origin, however, fell off from 2,328 pounds in 1927 to 2,290 pounds in 1928. While the volume of direct shipments of American tobacco to this market is increasing each year, it is estimated that fully 75 per cent. of the trade is still conducted through the medium of British houses.

In 1926, according to the census of production taken during that year, there were 16 establishments manufacturing tobacco products in Ireland. There is little demand for chewing tobacco, the heaviest sale being for cigarettes and pipe tobacco. Cigars are regarded as luxury articles and enjoy a relatively small demand; There is also only a small demand for snuff. American leaf appears admirably to suit the tastes of Irish smokers and its position on this market is secure.

THE FIRST SUMATRA SALE OF 1929.

Owing to contradictory reports prevailing in the Netherlands concerning the new tobacco crop in the East Indies, as well as adverse conditions in the European cigar industry, more than the usual amount of interest attend the first Sumatra sale in Amsterdam, according to a report received from one of the leading brokers of that city and released by the Tobacco Section of the Department of Commerce.

When the first samples were shown, every one concerned was disappointed, as the new tobacco showed many serious faults, according to the report. There was also some very good tobacco displayed, but quite a large percentage was either dark or stained. Here and there the tobacco had a raw, uncured character, whereas the taste of many parcels was bitter. The yield of first sizes is good, but the second sizes are in many instances very small and narrow and generally unsatisfactory.

If the entire Sumatra crop may be judged by the offerings of one sale, it may be expected that this crop will deliver a very small quantity of high-grade goods, whereas medium to lower grades will be abundantly represented.

In the course of the week it was announced that the entire groundleaf crop of the Senembah My (about 7,000 bales) had been sold unseen to a combination of Netherland dealers. The European industry has specialized itself to groundleaf and any competition for so-called American goods is not to be expected from this side.

The American market opened on a firm basis for the few better lots, whereas prices for medium-class goods were more reasonable.

T. M. A. HIGHER TARIFF

(Continued from Page 3)

of the Ways and Means Committee in large numbers, so that the committee members might have before them an overwhelming preponderance of evidence, with respect to the real situation in the cigar industry.

Thus, we must again urge the trade to write to the members of the Ways and Means Committee, expressing their views on this all-important question, which virtually involves the very life of the cigar industry.

And let us against emphasize that the date for the convening of the special session, when the Ways and Means Committee is to introduce the new tariff bill, is so rapidly approaching, that no time must be lost.

Hence, if you wish to see the conditions in the cigar industry improved by the further development of the nickel cigar business, which can only be made possible by a reduction of the tariff on Sumatra to $1.50 per pound unstemmed, and $2.15 per pound stemmed, as prayed for on behalf of the cigar industry, we must again urge you to immediately write to the members of the Ways and Means Committee, conveying your own views on this serious question.

There is appended hereto a complete list of the members of the Ways and Means Committee. It would, of course, be preferable if letters were written to each and every member of the committee, but if this be too much of a task, we urgently suggest writing at least to the following:

1. To the Hon. Willis C. Hawley, chairman of the Ways and Means Committee.
2. To the Hon. Harry A. Estep, chairman of the Sub-Committee in Charge of the Tobacco Schedule.
3. To the Hon. Charles C. Kearns, member of the Sub-Committee of the Tobacco Schedule.
4. To the Hon. Frank Crowther, member of the Sub-Committee of the Tobacco Schedule.
5. To the Hon. John N. Garner, Head of the Minority members of the Ways and Means Committee.
6. And lastly, to any other member or members of the Ways and Means Committee representing your state.

And finally, while our mailing list is quite extensive, yet we, of course cannot reach everybody that ought to be reached, hence, please show this to others interested in the cigar business in order that they too might write their views to members of the Ways and Means Committee.

TOBACCO MECHANTS ASSOCIATION OF THE U. S.

Committee on Ways and Means

House of Representatives

Willis C. Hawley, Oregon, Chairman; Allen T. Treadway, Massachusetts; Isaac Bacharach, New Jersey; Lindley H. Hadley, Washington; Charles B. Timberlake, Colorado; Henry W. Watson, Pennsylvania; James C. McLaughlin, Michigan; Charles C. Kearns, Ohio; Carl R. Chindblom, Illinois; Frank Crowther, New York; Richard S. Aldrich, Rhode Island; Harry A. Estep, Pennsylvania; C. William Ramseyer, Iowa; Frederick M. Davenport, New York; James A. Frear, Wisconsin; John N. Garner, Texas; James W. Collier, Mississippi; Charles R. Crisp, Georgia; John F. Carew, New York; Whitmell P. Martin, Louisiana; Henry T. Rainey, Illinois; Cordell Hull, Tennessee; C. C. Dickinson, Missouri; Robert L. Doughton, North Carolina; Heartsill Ragon, Arkansas.

P. S.—Please address all Congressmen or members of the Ways and Means Committee at House Office Building, Washington, D. C.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

POSITION WANTED AS FOREMAN OR SUPERINTENDENT—Experienced man in general Cigar Manufacturing. Thoroughly familiar with all phases of Manufacture, hand work or automatic machinery. Willing to go to any part of Country. Satisfaction guaranteed. Address Box No. 527, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

NATHAN WEISS RETURNS

Nathan Weiss, vice-president of the American Cigar Company, who has been in Amsterdam attending the Sumatra inscriptions, has returned to New York City after making some purchases of excellent tobacco for his firm.

HIPOLITO RODRIGUEZ WEDS TODAY

Hipolito G. Rodriguez, of the "Romeo y Julieta" factory of Havana, Cuba, will be married in that city today to Miss Helen Marie Palicio. The couple will spend a few days in New York City before sailing for Spain, where they will spend their honeymoon.

WALGREEN EARNINGS INCREASE

The Walgreen Company, which operates a chain of drug stores, reports sales for the month of March of $3,621,208, an increase of $1,122,737. Sales for the first quarter of 1929 were $9,816,572, an increase of $2,994,385 over the same period of 1928.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

THE INNS OF COURT:—45,453. For cigarettes and tobacco. Drucquer & Sons, Berkeley, Cal. April 6, 1929.

MONOSOLO:—45,442. For cigars. Jos. Solomon, Harrisburg, Pa. March 18, 1929.

CLIVEDEN HALL:—45,443. For all tobacco products. Bobrow Bros., Inc., Philadelphia, Pa. March 22, 1929.

DUTCH SMOKERS 3 for 5c STOGIES:—45,444. For stogies. Yaus & Baker Cigar Co., Newark, Ohio. January 12, 1929.

LA FORET:—45,445. For all tobacco products. Charles Odence Sons Co., Boston, Mass. March 25, 1929.

LAME DUCK:—45,447. For cigars. Jesse F. Spink, Philadelphia, Pa. March 19, 1929.

LIBERTY CENTER:—45,449. For all tobacco products. George Schlegel, Inc., New York, N. Y. April 1, 1929.

TRANSFERS

KEY WEST STRAIGHTS:—45,448 (T. M. A.). For all tobacco products. Registered by Beulah Mae Albury, Miami, Fla., March 8, 1929. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus has been in use by the Watkins & Kemp Cigar Co., Tampa, Fla., since December 3, 1925, and transferred to the within named registrant.)

VALENCIA:—520 (U. S. Tobacco Journal). For cigars. Registered July 26, 1883, by Ghio & Rovira, New York, N. Y. Transferred by Benito Rovira Co., Inc., Norristown, Pa., successors to the original registrants, to A. S. Valentine & Son, Inc., Womelsdorf, Pa., March 21, 1929.

BEAU BRUMMELL:—6,922 (Trade-Mark Record). For cigars. Registered May 21, 1890, by George S. Harris & Sons, New York, N. Y. Through mesne transfers acquired by William Glaccum & Sons, Inc., Newark, N. J., and re-transferred to George Schlegel, Inc., New York, N. Y., March 6, 1929.

BEAU BRUMMEL:—12,466 (United States Tobacco Journal). For cigars. Registered June 17, 1890, by Victor Vallette Co., New York, N. Y. Through mesne transfers acquired by William Glaccum & Sons, Inc., Newark, N. J., and re-transferred to George Schlegel, Inc., New York, N. Y., March 6, 1929.

BIT-O-HONEY:—44,711 (Tobacco Merchants' Association). For all tobacco products. Registered August 10, 1926, by George Schlegel, Inc., New York, N. Y. Transferred to Welty Young & Co., Red Lion, Pa., April 5, 1929.

LOUIS 1890:—38,647 (United Registration Bureau). For cigars, little cigars and cheroots. Registered April 14, 1914, by Schwarzkopf & Ruckert, New York, N. Y. Transferred to A. Louis & Sons, Fla., April, 1929.

TOBACCO COMPANY PROFITS

(Continued from Page 14)

Aggregate cash holdings of the ten companies, including call loans and U. S. Treasury certificates, showed the substantial increase of $21,244,658, or approximately 33⅓ per cent., totaling $84,885,701, against $63,641,043 at the end of 1927. R. J. Reynolds had by far the largest gain, increasing cash and U. S. Treasury certificates by $11,159,652. Liggett & Myers increased its cash holdings almost $4,400,000. It is noticed that these two companies had lower inventories on hand at the end of 1928 than at the close of the preceding year, while American Tobacco and Lorillard showed increases.

Total Inventories Lower

Aggregate inventories declined $6,963,587 to $396,591,670 from $403,555,257 at the end of 1927. The largest decrease was in inventories of R. J. Reynolds, which were off about $11,200,000. Liggett & Myers' inventories declined about $3,000,000, while American Tobacco's showed a gain of about $5,500,000 and those of P. Lorillard were up about $2,300,000. The cigarette branch of the industry thus accounted for a net decline of about $5,400,000.

The following shows cash positions of ten of the leading tobacco manufacturing companies at the end of 1928:

	Cash	
	1928	*1927*
R. J. Reynolds	$26,958,877	$15,799,225
American Tobacco	17,033,608	14,759,972
Liggett & Myers	19,707,827	15,390,249
P. Lorillard	3,183,575	3,030,392
American Cigar	7,021,494	4,499,812
General Cigar	1,760,934	2,289,986
Cons. Cigar	1,349,787	1,431,444
U. S. Tobacco	2,924,284	2,914,849
G. W. Helme	1,906,676	1,993,553
American Snuff	3,038,639	1,531,021
Total	$84,885,701	$63,641,043

The cigarette companies were responsible for the largest part of the increase in cash holdings, R. J. Reynolds, American Tobacco and Liggett & Myers accounting for over $17,000,000 gain.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for April 1, 1929.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this
30th day of March, 1929.
W. KING ALLEN,
Notary Public.
My commission expires January 22, 1933.

MAY 1, 1929

VOLUME 49 No. 9

THE TOBACCO WORLD

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MAY 6 - 1929
U.S. Department of Agriculture

The Finest Crop the Island Has Ever Grown
is nearing maturity

Last September the hurricane desolated the Porto Rican tobacco plantations. Since then, as if to aid the growers to make good their losses, there has prevailed a period of the finest tobacco growing weather the Island has ever experienced. Week after week of warm, sunlit days, with just the needed amount of rainfall, have produced a crop of a quality never equaled before.

PORTO RICAN TOBACCO

is grown on soil free from the chlorines found in most other tobacco growing lands. Hence it is free burning to a degree greater than any other cigar leaf in the world. Perfect burning makes the tobacco give up its bouquet freely and agreeably, a prime consideration with a leaf that appeals to smokers who like a mild cigar.

THE CROP MAY BE SHORT

In spite of the efforts of the growers to repair the losses of the storm, and in spite of the fine weather which has since prevailed, the crop may prove to be short. Therefore estimate your needs and place your orders now. Delay may prevent your orders being filled.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Men will gamble in stocks and bonds—their cigars they must KNOW

"To lazily float
In a painted boat,
On a shimmering morning sea,
Or to flirt with a maid
In the afternoon shade,
Seems good enough sport to be;
But the evening hour,
With its subtle power,
Is sweeter and better far,
If joined to the joy,
Devoid of alloy,
That links in a good cigar."

—Norris Bull

A cigar store is a place of business—not a gambling resort. Its customers don't come to compete in a guessing contest. "Is it long—is it short?" "Is it blonde or brunette?" "Is it mild—is it heavy?" "Is it fat or lean?"

When a man has to pick his cigar by shutting his eyes and taking a chance, the suspense is apt to be terrible. The best customers insist on knowing their cigars—color, shape and size. They select them from wooden boxes. It is good business to pack your cigars in wooden boxes.

The best cigars are packed in WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 9

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, MAY 1, 1929 — Foreign $3.50

RADIO LICENSES RENEWED DESPITE COMPLAINTS

A DECISION which had been awaited with a great deal of interest was made public last Monday by the Radio Commission at Washington when they announced that all licenses of the National Broadcasting Company would be renewed on April 30 for a period of three months, or until July 31, 1929.

The decision was made after consideration of the National Food Products Protective Committee (which was formed after the "Reach-for-a-Lucky-instead-of-a-Sweet" campaign was launched) petition complaining of cigarette advertisements sent out from thirty-eight of the company's stations, and an opinion by Bethuel M. Webster, Jr., general counsel of the Commission, was given as follows:

"Without passing upon the merits of the complaints, and in view of the excellent performances generally rendered by these stations, the Commission for the present has decided to renew the licenses in question for the license period beginning April 30 and ending July 31, 1929.

The petition and affidavits now on file will receive further serious consideration, additional proof will be obtained and, if warranted by the available proof, the Commission will, pursuant to Section 11 of the Radio Act, deny application for renewal as of July 31, 1929, and hold a public hearing at which proof on this subject can be offered and considered.

Mr. Webster's opinion sets forth the following conclusions:

"1. That the Commission has no power to require announcement of the fact that the program bought or furnished by the American Tobacco Company include paid testimonials.

"2. The petition must be denied in so far as it demands an immediate hearing upon a review of the action of the commission granting licenses to the broadcasters mentioned herein.

"3. The petition must be denied in so far as it prays revocation of licenses now in effect; but

"4. The Commission may find in view of this showing the public interest, convenience and necessity will not be served by a further renewal of the licenses in question, in which case the matter will be set for hearing pursuant to Section 11, and the petitioners' prayer for general relief will be granted.

"On the other hand, the general counsel held: 'The interests of the broadcasters, as well as the interests of any portion of the public favoring the form and character of these programs, will be reasonably protected, for they may be able to show:

"'1. That such advertising serves public interest, convenience, or necessity, or

"'2. That in view of the limited time employed by the American Tobacco Company in this form of advertising, and in view of the high standard performance generally maintained at the stations, denials of the applications for renewals would be palpably unfair and against public interest.'"

HUGHES TO RE-ENTER CIGARETTE FIELD

T. R. HUGHES, of Bellaire, Ohio, who has recently returned from Florida, where he has been spending the winter months, has announced that he has purchased a cigarette plant at Valdosta, Ga., and will begin manufacturing cigarettes there as soon as he can arrange his affairs in Ohio.

Mr. Hughes began the manufacture of the "Spud" cigarette in Wheeling, W. Va., several years ago, and later disposed of the brand and factory.

Mr. Hughes hopes to have the new plant ready for operation by September 1st and will at that time place on the market an innovation in cigarettes.

FRED ESTABROOK DEAD

Frederick Estabrook, head of the old established firm of Estabrook and Eaton, of Boston, Mass., passed away at his home there last week, at the age of seventy-two years.

Mr. Estabrook had been associated with the firm of Estabrook and Eaton for fifty years, and succeeded Henry W. Estabrook as head of the firm four years ago.

He was a Mason, a member of the Algonquin Club, The Corinthian Yacht Club, New York Athletic Club, Woodland Golf Club and the Bostonian Society.

He is survived by his widow, Emma J.; one son and a sister.

GENERAL INCREASES WILMINGTON FORCE

The Wilmington Chamber of Commerce, of Wilmington, Del., has made the announcement that the General Cigar Company plant at Fifteenth and Walnut Streets has added 200 more cigarmakers, making a total of 450 cigarmakers employed there at the present time.

In addition the company employs seventy-five girls in the tobacco-stripping plant which was installed last January. The operation of the plant has proved highly successful since its opening in June of last year.

AMERICAN TOBACCO COMPANY DIVIDENDS

The Board of Directors of the American Tobacco Company have declared regular quarterly dividends of $2 on the common and B stocks of the company, both payable June 1st to stockholders of record May 10.

PHILADELPHIA.

"CINCO" ON FIFTEEN STATIONS

WEBSTER EISENLOHR, INC., have announced that starting May 2d, "Cinco" advertising programs will be broadcast over fifteen stations of the Columbia Broadcasting system in order to give retailers stronger support than ever before.

Claude Turner, who has charge of "Cinco" sales promotion, says that "Cinco" has been hitting on all six for the past three months, and advises retailers to stock up on anticipation of the increased call which is sure to result from the expansion of their radio advertising.

NEW BAYUK MANAGER FOR ROCHESTER

Following the removal of the Bayuk Cigars, Incorporated, branch distributing house in Rochester, N. Y., from South Avenue to the Shantz Building, on Central Avenue, west of Paul Street, it is announced that M. F. M. Westfall has been appointed manager of that branch.

Mr. Westfall is well known in the Rochester territory where he has been connected with the cigar industry for many years.

HENRY BLUM A VISITOR

Henry Blum, sales manager for Harry Blum, manufacturer of the "Natural Bloom" cigar was a recent visitor in Philadelphia assisting the Philadelphia representative in making a survey of conditions in the Philadelphia market with a view of putting on an intensive drive in the near future for wider distribution of their brand in this territory.

STEIF JOINS ZIFFERBLATT

Edward Steif, formerly with Julius Fernbach & Company, has joined the sales force of G. Zifferblatt & Company, manufacturers of the "Habanello," and will succeed the late B. Frank Pyle in covering the territory from Buffalo to Chicago, making his headquarters in Chicago.

ANDRUSS RETURNS FROM TRIP

Willis Andruss, sales manager of the Congress Cigar Company, has returned to headquarters after a trip through the Middle West visiting the distributors of "La Palina." Mr. Andruss traveled as far West as Detroit and returned through Buffalo.

HIRST RETURNS FROM INSCRIPTIONS

HARVEY L. HIRST, vice-president of Bayuk Cigars, Incorporated, returned to his desk last week after several weeks spent at the Sumatra inscriptions at Amsterdam, where he, together with President Samuel Bayuk, secured some excellent leaf for their brands.

Mr. Bayuk, who was also accompanied by his daughter, Anna, will remain in Europe for a time.

"CINCO" WINS BOWLING CONTEST

The final games in the Cigar Manufacturers Bowling League staged a few days ago ended with the "Cinco" team again winning the championship of the league. The "Cinco" team was also the championship team last year.

The play-off was between the "Cinco" and the "Philadelphia Hand Made" teams, and the scores were 2716 and 2706 respectively.

Credit for winning the championship was given to Dougherty of the "Cinco" team.

The annual banquet of the Bowling League was held at the Philadelphia Rifle Club on Saturday night, April 20th, and the "Cinco" team was declared the winner for the second consecutive year of the Leschey-Myers Cigar Box Company prize, which is to become the permanent property of the team winning it for three consecutive years. The "Cinco" team was also winner of the trophy donated by the Reynolds Metals Company, Incorporated, and the "Philadelphia Hand-Made" team won a silver cup donated by the same company for second high team score for the season.

E. M. Hirst, of the "Philadelphia Hand-Made" team, won the trophy for the highest single score; Yeomans, of the "Cinco" team won the trophy for the three-game play-off; Fawley, of "Frings Three Brothers" team won the trophy for high single game score.

LOUIS GRAY FILES PETITION

An involuntary petition in bankruptcy has been filed against Louis Gray, of 17 North Ninth Street, with the following creditors listed: G. H. P. Cigar Company, $5409; Bayuk Cigars, Incorporated, $216; Forty-Four Cigar Sales Corporation, $175.

MORRIS KRAUS A VISITOR

Morris Kraus, of the Kraus Cigar Company, Incorporated, 304 East Twenty-third Street, New York City, was a visitor in Philadelphia last week.

A TRIUMPH IN SCRAP BUNCH MACHINES

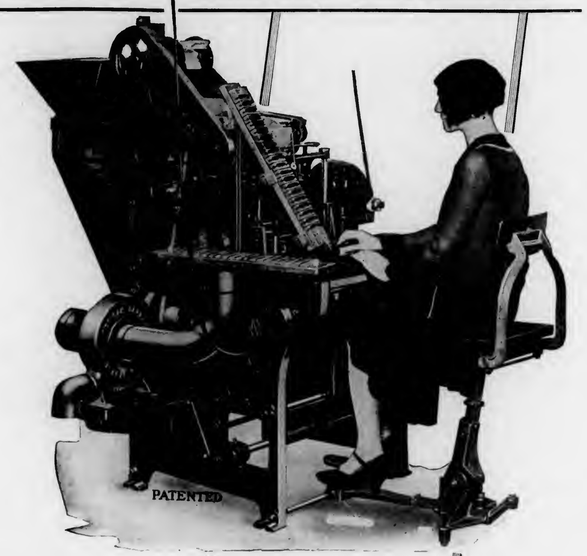
Improved!

With Two Important Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.



The MODEL L UNIVERSAL Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine).
With individual, direct-connected, motor-driven Suction Fan, $75. extra.
Prices F. O. B. Factory, Newark, N. J., U. S. A.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

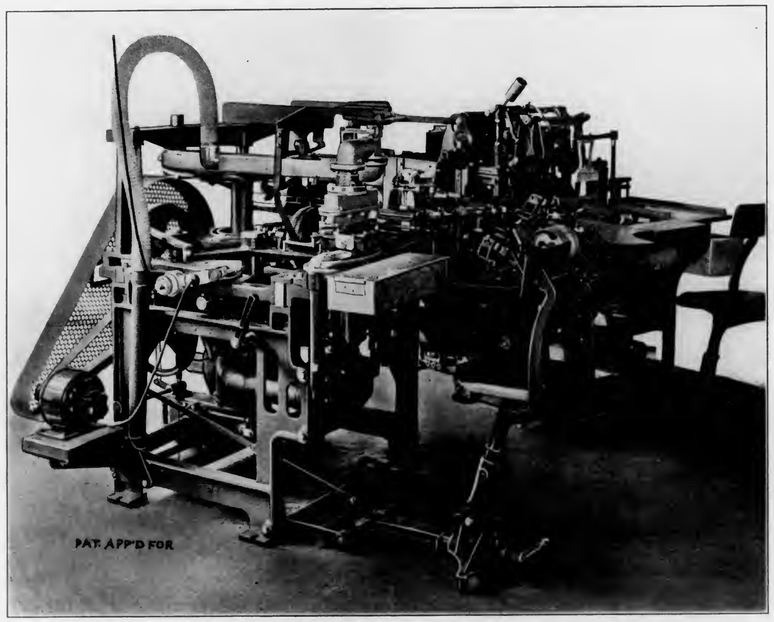
M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Write for Illustrated Price Folder and complete Model L information

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

Universal Co. Offers Trade New Cigar Rolling Machine

THE Universal Tobacco Machine Company, of New York, one of the foremost organizations in the country in the development of mechanical facilitating devices for the cigar manufacturing industry, announces that it is now able to offer to the trade a new cigar rolling machine. For more than four years this machine has been undergoing rigid tests by cigar manufacturers in their own factories and is pronounced by them to be highly satisfactory in every respect.



The Universal Model R Automatic Cigar Rolling Machine

An interesting fact in connection with this new cigar rolling machine is that it will be sold outright. The price has been established at $4500 which will include the chair and a one-quarter horse power motor designed for use in connection with the manufacturer's own suction plant. Additional equipment in the form of a three-quarter horse power motor with individual suction fan can be added at a cost of only $90.

Only one operator is required for the Model R rolling machine which can be hooked up with the Model L scrap bunch machine which also requires an operator. This hook-up will then require a total of two operators. If the Model S or Model T Universal long filler bunch machine is used, in place of the Model L, a total of three operators will be required as the long filler machines require two operators.

Under ordinary factory working conditions this Model R rolling machine will place the wrappers on from 3500 to 4000 bunches a day. This machine will satisfactorily and economically handle hand-made bunches, scrap bunches made on the Universal Model L, or long filler bunches made on either the Universal Model S (non-blending type) or the Universal Model T (blending type).

The bunch machines of the Universal Tobacco Machine Company are well established in the cigar manufacturing industry, and are known to produce highly satisfactory bunches at the rate of from 3500

(*Continued on Page 17*)

"Reach for a Lucky and not for a sweet"

Fannie Ward
Fannie Ward
Famous for her Ever-Youthful Appearance

Reach for a Lucky instead of a sweet.

Fannie Ward
Famous for her Ever-Youthful Appearance.

"'Reach for a Lucky and not for a sweet.' That's been my policy ever since Luckies started—my way of retaining the figure I need to be known as the ever-youthful Fannie Ward. So I say to you women who want to cheat time as I have done, 'Reach for a Lucky and not for a sweet.'"
FANNIE WARD

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

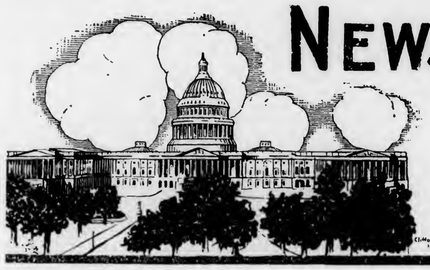
Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "It's good to smoke Luckies."

Note: Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

"It's toasted"
No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE placing of American industry on a parity with that abroad, the protection of new industries which have come into being since 1922 and such revision as is necessary to care for economic changes which have taken place in the past seven years, are the main objects of tariff legislation, it is declared in the message sent to Congress at the opening of the special session by President Hoover.

Economic shifts necessitating a readjustment of some of the tariff schedules have come about since 1922, it is pointed out. The present tariff law, however, has fully justified its enactment. "On the whole," the President commented, "it has worked well. In the main our wages have been maintained at high levels; our exports and imports have steadily increased; with some exceptions our manufacturing industries have been prosperous. Nevertheless, economic changes have taken place during that time, which have placed certain domestic products at a disadvantage and new industries have come into being, all of which creates the necessity for some limited changes in the schedules and in the administrative clauses of the laws as written in 1922.

"No dicrimination against any foreign industry is involved in equalizing the difference in costs of production at home and abroad and thus taking from foreign producers the advantages they derive from paying lower wages to labor," the President asserted. "Indeed, such equalization is not only a measure of social justice at home, but by the lift it gives to our standards of living we increase the demand for those goods from abroad that we do not ourselves produce. In a large sense we have learned that the cheapening of the toiler decreases rather than promotes permanent prosperity because it reduces the consuming power of the people.

"In determining changes in our tariff we must not fail to take into account the broad interests of the country as a whole, and such interests include our trade relations with other countries. It is obviously unwise protection which sacrifices a greater amount of employment in exports to gain a less amount of employment from imports.

"I am impressed with the fact that we also need important revision of some of the administrative phases of the tariff. The Tariff Commission should be reorganized and placed upon a basis of higher salaries in order that we may at all times command men of the broadest attainments. Seven years of experience have proved the principle of flexible tariff to be practical, and in the long view a most important principle to maintain. However, the basis upon which the Tariff Commission makes its recommendations to the President for administrative changes in the rates of duty should be made more automatic and more comprehensive, to the end that the time required for determinations by the Tariff Commission shall be greatly shortened. The formula upon which the commission must now act often requires that years be consumed in reaching conclusions where it should require only months. Its very purpose is defeated by delays. I believe a formula can be found that will insure rapid and accurate determination of needed changes in rates. With such strengthening of the Tariff Commission and of its basis for action many secondary changes in tariff can well be left to action by the commission, which at the same time will give complete security to industry for the future.

"Furthermore, considerable weaknesses on the administrative side of the tariff have developed, especially in the valuations for assessments of duty. There are cases of undervaluations that are difficult to discover without access to the books of foreign manufacturers, which they are reluctant to offer. This has become also a great source of friction abroad. There is increasing shipment of goods on consignment, particularly by foreign shippers to concerns that they control in the United States, and this practice makes valuations difficult to determine. I believe it is desirable to furnish to the Treasury a sounder basis for valuation in these and other cases."

Theft of Freight in Transit Being Rapily Reduced

Steady reduction in the theft and roberry of freight in transit over the railroads of the country is being accomplished by the railways, it is disclosed by figures just made public by R. H. Aishton, president of the American Railway Association.

Claims growing out of reported thefts and robberies paid in 1928 totaled $928,563, the lowest amount for any year since 1914, it is disclosed, and a reduction of $222,573, or 19 per cent. compared with 1927.

"The increased efficiency and vigilance of the police forces of the various railroads," it is declared, "as indicated by the continued reduction that has taken place each year in the amount of losses resulting from robbery has virtually driven off the lines of the various carriers the gentry that formerly lurked around railroad yards and subsisted on what they could steal from trains and freight houses."

The scope of the work of protecting the nation's commerce from thieves is enormous, the railroads last year handling 51,576,000 cars of revenue freight, of which approximately one-third consisted of valuable merchandise. Despite the heavy movement of freight and the increased prevalence of armed gangs which

(Continued on Page 16)

With a cigarette
as good as Camels
the simple truth
is enough

CAMEL
CIGARETTES

WHY CAMELS ARE THE BETTER CIGARETTE

Camels are made of the choicest tobaccos grown—cured and blended with expert care.

Camels are mild and mellow.

The taste of Camels is smooth and satisfying.

Camels are cool and refreshing.

The fragrance of Camels is always pleasant, indoors or out.

They do not tire the taste nor leave any cigaretty after-taste.

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

A. T. CO. APPEALS FROM P. R. INJUNCTION

A PETITION has been filed with the United States Supreme Court in Washington, by the American Tobacco Company, appealing from the verdict enjoining the American Tobacco Company from selling "Lucky Strike" cigarettes in Porto Rico at a less price than when sold within the United States.

The petitioner states that the internal revenue law of Porto Rico was amended on June 3, 1927 so that if the same wholesale price, less tax, was thereafter maintained in Porto Rico, as had heretofore prevailed in that island, the tax on petitioner's cigarettes would be increased from $3 to $4 a thousand.

Petitioner kept the cigarettes in the $3 bracket in Porto Rico by reducing the price in that country. To keep within the $3 bracket the wholesale price could not exceed $2 less tax. Petitioner reduced the price to the importer from $2.15 f. o. b. New York, less tax, to $1.65 c. i. f. San Juan, and the importer sold to the retail trade at $5 including a $3 tax, or $2 less tax.

The law as amended, the brief points out, imposed a tax of $3 per thousand if the wholesale market price was $2 or less, less tax, and a tax of $4 a thousand if the price was more than $2 and not more than $3 less tax.

Both lower courts granted the injunction to prevent petitioner from lowering its price in Porto Rico on the ground that Congress has power to and did by the Clayton Act forbid discrimination between the price at which an article is sold in a state of the United States, and the price at which the same article is sold in Porto Rico, as though trade between a state and Porto Rico is interstate commerce.

It is the contention of the petitioner that since Porto Rico has never been incorporated into the United States, the Clayton Act does not apply to commerce between it and the United States, or vice versa.

"CREMO" DRIVE ON

With the arrival of May 1st, the American Cigar Company will inaugurate an intensive campaign on "Cremo" cigars in this territory thus tying up with the national campaign on this brand, which is featuring the endorsement of the famous pure food expert, Alfred W. McCann.

Speaking of "Cremo" cigars, Dr. McCann says: "If you are particular about the cleanliness of everything that enters your mouth—you will appreciate the way 'Cremo' cigars are made. . . .

"This sanitary method of manufacture gives 'Cremo' the same degree of health protection that goes with certified milk and certified canned goods.

"And because Cremo purity is quickly sealed in separate sanitary wrappers, 'Cremo' reaches your lips with a clean taste and a clean, fresh aroma."

SCHULTE BUYS WOOLWORTH LEASEHOLD

The Schulte Real Estate Company, represented by Jerome Elsner, attorney, has purchased the property at 416-418 Knickerbocker Avenue, Brooklyn, N. Y., 50 by 100, with an L 25 by 100 to Harmon Street, and located between Himrod and Harmon Streets, a new one-story building, and is occupied by the F. W. Woolworth Company, on a long-term lease. The property was held at $225,000.

INDEPENDENT RETAILERS TO MERGE

IN KEEPING with the trend of the times and in an effort to enable retail cigar dealers to meet the competition of the chain stores on an equal footing, a plan is being formulated to merge independent cigar stores throughout the country.

William E. Mathias, president of the Snyder Retail Stores, Incorporated, with headquarters at 331 Main Street, Buffalo, N. Y., is in charge of the preliminary work, and circulars describing the object of the merger have been mailed to prominent retailers throughout the country.

The purpose back of the plan is a determination to give independent retail tobacconists throughout the country an opportunity to compete with chain grocery and drug stores on an equal footing through co-operative buying.

The merger will be backed by Buffalo and New York banking houses, with between $30,000,000 to $50,000,000, and it is anticipated that 2000 stores will be enlisted in the merger, with a minimum of 1000 stores on which to begin operations.

The plan contemplates the purchase of the stock of retailers throughout the country at inventory, plus an allowance for good-will based on the profits of the store for a period of years.

It is also planned to have the present proprietors of the stores joining the merger remain as managers of the stores so as to preserve the individuality of the store, and it is also planned to work out a bonus system on sales over a certain stipulated amount, similar to that now being used in chain stores.

PENNSYLVANIA CIGAR CORPORATION TO OPEN ADDITIONAL BRANCHES

The Pennsylvania Cigar Corporation, with headquarters in New York City, announces that they are going to open distributing branches throughout many cities of the United States where they are unable to get active co-operation from reputable distributors.

The corporation has already tried this plan out in several cities and has a system and organization plan that has proved to be very satisfactory. The "U. S. Club House" cigar has become well known in many parts of the United States through a loyal chain of distributors, including some of the best names in the distributing field.

They state that cigar experience is not absolutely essential as the "U. S. Club House" cigar is such a ready seller that it merely requires good service more than it does any selling ability.

EISENLOHR PROFITS LESS

Otto Eisenlohr and Brothers, Incorporated, and subsidairies, now Webster Eisenlohr, Incorporated, report for 1928 consolidated net profit of $231,690, equal after charges, Federal taxes and preferred dividends, to 37 cents a share on the 240,000 common shares of $25 par value. In 1927 net totaled $313,002, or 68 cents a common share.

LORILLARD GETS TAX REFUND

It was announced in Washington last week that a tax refund amounting to $236,559 for the P. Lorillard Company has been granted by the Treasury Department. The department explained that the overassessment was caused by an increase in the inventory value as of January 1, 1920.

SCHULTE MAY FIGHT PRICE-CUTTERS

AT THE RECENT stockholders' meeting of the Schulte Cigar Stores Company, at which time Mr. Schulte and the Board of Directors were the objects of criticism from some of the stockholders present because of the fact that the earnings report of the company for the year 1928 was not as good as the report for the year 1927, Mr. Schulte stated that he was, personally, not in favor of paying any more dividends on the common stock of the company until such time as there was a readjustment of prices on the popular brands of cigarettes.

Defending the Board of Directors, Mr. Schulte said:

"Our troubles did not start until the Great Atlantic and Pacific Tea Company started selling cigarettes at cut prices. These directors can't help the fact that many of our leases on stores made ten or fifteen years ago are now renewing at much higher prices.

"Our business is to reorganize the merchandising policy of the company which we are now doing. We are enlarging our stores and putting in lunch counters. The people in the United States are spending considerably more money than ever before on motor cars and such articles but they are buying cheaper cigars and cigarettes. Even millionaires are smoking twenty cigarettes for 12½ cents.

"We have been in hopes that we could straighten out this cut rate situation, but if we were to cut our prices to the level of the A. & P. and other grocery chains and certain drug stores, the United Stores would probably follow, which would have the effect of establishing the low level of prices.

"The popular cigarettes, formerly selling at 15 cents a package of twenty, are being sold elsewhere at two for a quarter, and as low as $1.15 a carton."

The Schulte Stores have delivered an ultimatum to the tobacco trade, and especially to the cigarette manufacturers, Mr. Schulte stated. In Boston, where he said the cut rate situation was "deplorable" the Schulte units have undercut competitors and are selling "Lucky Strike" cigarettes for 11 cents a peckage.

Mr. Schulte said that this was a notice to the trade that unless the "condition is straightened out in sixty days they can expect this price all over the country." He further stated that "retailers are going to make a legitimate profit or no profit at all."

JAMES A. POWELL DEAD

James A. Powell, Richmond manager of The American Tobacco Company, died at his home in Richmond on April 20, at the age of fifty-nine years. Mr. Powell had been connected with the tobacco industry for more than forty years, and was made manager of the Richmond plant of the American Tobacco Company in 1911.

DAVIS VISITS HARTFORD

A. N. Davis, of the Louis King Cigar Company, which has recently moved into larger quarters on South Third Street, was a visitor at the headquarters of his firm in Hartford, Conn., last week.

GEO. W. HILL RETURNS

George W. Hill, president of the American Tobacco Company, returned to New York last week after spending several weeks visiting in England and other countries on the continent.

I. R. T. A. TO ABANDON PRICE CUTTING

THE Independent Retail Tobacconist Association of American last week announced that the three hundred fifty stores in the association would no longer participate in any price-cutting war in the popular brands of cigarettes and hereafter would not sell cigarettes at less than fifteen cents a package.

Acting independently of D. A. Schulte, and without knowledge of his plans against price cutting, Benjamin Gorlitzer, of 165 Broadway, New York City, president of the independent retailers association, declared that his organization welcomed such simultaneous action and was much in sympathy with Mr. Schulte in opposing price cutting.

Mr. Gorlitzer further stated that the independent retailers considered the sale of cigars and cigarettes at low costs was unethical and harmful to the industry at large. Those stores which sell tobacco products at a loss must make up the profit on other commodities, he declared, and thus offer "unfair and unreasonable" competition.

In reference to Mr. Schulte's ultmiatum to the industry to stop price cutting within the next sixty days or take the consequences. Mr. Gorlitzer declared that his organization could not concur. Their stores sell almost exclusively tobacco products and associated merchandise so that they will lose completely in a price war with no side sales to carry the business. Chain grocery stores and drug stores leading in the price-cutting are acting in restraint of trade and subject to Federal action, it was hinted.

$1,000,000 CHAIN IN ALABAMA

A new $1,000,000 chain store system has recently been formed in Alabama to operate retail units dealing in drug sundries, cigars, cigarettes, tobacco and luncheonettes, in Birmingham, and other large cities in Alabama, under the name of W. G. Patterson, Incorporated.

W. G. Patterson has been connected with retailing in Birmingham for more than fifteen years and owns and operates a chain of cigar stores and drug stores, and states that the new corporation will take in all of his retail interests in the State of Alabama and also has options on other chain store systems in the state as well as a number of profitable independent retail stores.

The newly-formed corporation will control approximately one hundred retail stores.

ENGLISH CIGARETTE USING BLINDFOLD TEST

"Sarony" cigarettes, a product of the United Kingdom Tobacco Company, England, are being advertised extensively in England by a blindfold test, similar to that being conducted by the manufacturers of "Old Gold" in this country.

VUELTA ABAJO CROP LARGER

According to opinions of those who have recently visited Havana and the Cuban tobacco district, it is estimated that the crop of Vuelta Abajo leaf that is at the present time being harvested will exceed last year's crop in quantity by about 300,000 bales.

There will also be a larger quantity of good quality leaf in this crop.

R. E. TRAISER COMPLETES FIFTY YEARS OF SERVICE

RICHARD E. TRAISER, treasurer and general manager of H. Traiser & Company, Incorporated, one of the oldest cigar manufacturing concerns in the United States, recently completed fifty years of service with that firm, and upon returning from a trip to Cuba found that his associates in the firm by way of celebrating this momentous occasion had had his office re-decorated during his absence and completely refurnishsd with a handsome mahogany desk and chairs to match upholstered in Spanish leather.

The firm of H. Traiser & Company manufactures the well-known brands, "Harvards" and "Pippins." The firm was founded in 1852 and has been operated continuously by members of the family ever since that year. Mr. Traiser entered the employ of the firm as a boy and won his way to the position of treasurer and general manager of the firm through ability and merit.

During recent years Mr. Traiser has devoted considerable time to civic and welfare movements in his community.

UNITED ANTICIPATED REDUCED PROFITS

Commenting on conditions in the retail cigarette field, C. A. Whelan, president of the United Cigar Stores Company of America, stated that the company had for some time past anticipated some reduction in profits from cut prices on cigarettes and had changed the company's policies of operating its retail stores by introducing for sale various articles of merchandise not connected with the cigar or cigarette business.

With the Happiness Candy Company, United Cigar Stores operates more than 219 fountain and combination cigar and lunch stores. The company also has in operation more than 200 drug stores. Plans for increasing this chain of drug stores and combination stores are going forward rapidly.

Another factor in the business is the ownership by the company of stocks in other companies whose products are sold by United Cigar Stores, including Beechnut Packing, Gillette Safety Razor, Bastian-Blessing Consolidated Dairy and American Safety Razor. The market value of these and other investments as of December 31, 1928, exceeded book value by approximately $16,000,000. United Cigar Stores receives a regular dividend on these investments and in addition shares in their appreciation.

CIGARETTE SERVICE COMPANY

The Cigarette Service Company, of Cleveland, Ohio, has received a charter of incorporation with 850 shares of no par common stock as capital. The incorporators are Max Feitel, P. F. Price and A. B. Curtiss.

BAYUK EARNINGS

Statement of earnings of Bayuk Cigars, Incorporated, for the three months ended March 31, 1929, shows total net income of $207,005, as compared with net income of $271,813 in the corresponding period of 1928.

"Folks, how can I make Whoopee *up here* . . . when *down in front* the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.

"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.

"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."

(SIGNED) Essie Cantor

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

EAT A CHOCOLATE . . . LIGHT AN OLD GOLD . . . AND ENJOY BOTH

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

FISHER HEAD OF N. Y. LEAF BOARD

AT the recent annual meeting of the New York Leaf Tobacco Board of Trade Henry Fisher was elected president, to succeed Howard Cullman who declined the nomination for re-election. G. W. Spitzner was elected vice-president, and John A. Regan, secretary and treasurer.

Mr. Cullman read the following report at the meeting:

"In April, 1927, due to concentration in the leaf tobacco industry, it was deemed advisable to reorganize the Leaf Tobacco Board of Trade of the City of New York. At the annual meeting of this organization that year an executive committee of nine members was created to carry on the policies of the Leaf Tobacco Board of Trade. The primary function of this committee, if my understanding was correct, was to foster the leaf industry and to be a body ready to act in the event that legislation might be projected that might directly or indirectly affect the cigar or leaf industry.

"The forepart of this year the Ways and Means Committee in Washington held hearings on a proposed agricultural tariff revision. Tobacco was naturally included in this program, and many diversified opinions were laid before the Ways and Means Committee in January regarding the advisability of raising or lowering the import duty on tobaccos into the United States.

"My personal opinion is and has been that there is a strong line of demarcation between a protective tariff and a prohibitive tariff. I have felt and still feel very strongly that the five-cent cigar is the backbone of the cigar industry in this country and as long as 60 per cent. of the cigars consumed in the United States comes under this category, any legislation that will directly or indirectly affect the consumption of this class of cigars basically affects the leaf industry. The mere fact that the majority of the five-cent cigars are wrapped with Sumatra tobacco is not an academic question but a question of public taste. Certainly manufacturers have chosen this wrapper as a medium in Class A cigars not of their own volition but through the salability of their product based on public demand.

"In January, 1929, just prior to the hearing of the Ways and Means Committee in Washington, I quite frankly asked for an expression of opinion from the various members comprising the executive committee of the Leaf Tobacco Board of Trade of the City of New York, as well as the member body, and to date, with one rare exception, there has not been the slightest indication of interest in a situation that may vitally and critically affect our entire industry.

"There is either something fundamentally wrong with the leadership of the Leaf Tobacco Board of Trade of the City of New York or in the body itself when a paramount question arises, the importance of which certainly cannot be misunderstood or minimized, and a distinterested attitude is evidenced.

"Leadership can only be the crystallization of the best thoughts and the best minds of any body, but certainly, whether it is commercial, social or political leadership, it requires at least an expression of the constituents' opinions on vital issues as from time to time may develop. In view of this situation, I am sure you will not misunderstand my disinclination to serve another term as your president. I am willing at all times to carry out such policies as may be for the benefit of the organization but cannot assume policies for an organization who will not give the all necessary co-operation, advice and assistance which are all important and have been lacking.

"I wish you all success and pledge you all possible assistance and co-operation so that the best interests and traditions of the Leaf Tobacco Board of Trade of the City of New York may be preserved."

The following were elected members of the executive committee: Howard Cullman, of Cullman Brothers, Incorporated; Henry Fisher, of H. Duys & Company; G. W. Spitzner, of C. H. Spitzner & Son; Lee Samuels, of Stern-Mendelsohn Company; N. I. Bijur of E. Rosenwald & Brother; William Singer of S. Rossin and Sons, Milton Durlach of Durlach Brothers; Louis Leopold of the American Sumatra Tobacco Corporation, and John A. Regan, of Cullmann Brothers, Incorporated.

MacANDREWS AND FORBES EARNINGS

REPORT of MacAndrews & Forbes Company, manufacturers of licorice pastes, etc., for the year ended December 31, 1928, shows net profit of $1,224,186 after deductions, equivalent after 6 per cent. preferred dividends to $2.90 a share on 378,500 no-par shares of common stock. Net income for the year 1927 was $1,378,417.

Income account of the company for year is as follows: Sales, $7,239,483; cost of goods sold, $5,558,389; gross profit, $1,681,094; other income, $302,675; total income, $1,983,769; selling, administration and general expenses, $565,587; balance, $1,418,172; Federal taxes, $105,530; subsidiary companies' net loss from operations for 1928 applicable to holdings therein, $150,914, less interest received from subsidiaries on loans, advances, etc., $62,458, making net deduction $88,456; net profit, $1,224,186; preferred dividends, $126,000; common dividends, $1,078,725; surplus, $19,461.

WAGNER TO DISTRIBUTE "HADDON HALL"

The well-known cigar distributing firm of John Wagner Sons, 233 Dock Street, has taken on the "Haddon Hall" cigar brand for distribution in this territory, and it is already finding a ready sale.

The "Haddon Hall" brand is a product of the D. Emil Klein Company, and has been quite popular in this territory for some time. It is a strictly high-grade cigar, all Havana filler and Sumatra wrapper and is made in a number of sizes retailing at from ten cents each to three for fifty cents. The Longfellow size seems to be particularly popular here, retailing at fifteen cents each.

HOUSELEY-MAYER CHANGES NAME

The Houseley-Mayer Cigar Company, of Knoxville, Tenn., has changed its name to the John Houseley Cigar Company. Mr. Mayer withdrew from the firm some time ago.

FALLS CITY TOBACCO COMPANY

The Falls City Tobacco Company has received articles of incorporation in Louisville, Ky., with capitalization of $75,000. Incorporators are Hyman Friedberg, J. R. Burns and W. H. Branch.

PALEY ON VACATION

Sam Paley, of the Congress Cigar Company, accompanied by Mrs. Paley, is on a short vacation trip to Hot Springs, Ark.

CIGAR PRODUCTION SHOWS SLIGHT DECREASE FOR MARCH

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1929, and are issued by the Bureau. (Figures for March, 1929, are subject to revision until published in the annual report):

Products	*March*	
Cigars (large)	*1928*	*1929*
Class A .....No.	262,193,185	272,656,550
Class B .....No.	52,753,403	48,168,237
Class C .....No.	169,936,320	157,939,314
Class D .....No.	11,068,684	11,084,346
Class E .....No.	1,952,690	1,456,351
Total	497,904,282	491,304,798
Cigars (small) .....No.	35,256,107	30,469,000
Cigarettes (large) ..No.	770,556	837,111
Cigarettes (small) ..No.	8,470,466,373	8,689,510,413
Snuff, manufactured lbs.	3,765,245	3,475,532
Tobacco, mfctd. ....lbs.	29,817,238	28,187,757

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the March Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of March:

Products	*March*	
Cigars (large)	*1928*	*1929*
Class A .....No.	10,535,250	10,826,550
Class B .....No.	133,200	428,000
Class C .....No.	1,078,300	1,026,700
Class D .....No.		2,500
Total	11,746,750	12,283,750
Cigars (small) .....No.	960,000	500,000
Cigarettes (large) ..No.	628,000	176,250
Cigarettes (small) ..No.	80,740	124,000

Tax-paid products from the Philippine Islands for the month of March:

Products	*March*	
Cigars (large)	*1928*	*1929*
Class A .....No.	15,856,690	10,889,885
Class B .....No.	294,923	188,350
Class C .....No.	267,648	45,440
Class D .....No.	1,011	177
Class E .....No.	30	500
Total	16,420,302	11,124,352
Cigarettes (small) ..No.	22,600	354,450
Tobacco, mfctd. ....lbs.	34	44

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the March Statement of Internal Revenue Collections

Objects of taxation	*First nine months Fiscal year*	
Tobacco manufactures:	*1928*	*1929*
Cigars	$17,590,945.23	$17,123,435.20
Cigarettes	223,527,248.26	247,160,930.48
Snuff	5,690,426.78	5,381,224.08
Tobacco, chewing and smoking..	47,003,271.20	45,324,221.28

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

A CIGAR AIDS DIGESTION
is the opinion of
DOCTOR DELAUNAY
Former President of the Paris Society of Surgeons

Such endorsements of the cigar, broadcast by La Palina via the air and large circulation newspapers throughout the country, are lifting sales records to new and higher levels—for all good brands.

LA PALINA

News from Congress

(Continued from page 8)

cloud their movements by the use of automobiles, losses due to theft and robbery were the smallest in fifteen years. More than 95,000 arrests for felonies and misdemeanors were made by railroad police during the year.

Many Bills Introduced at Special Session

Despite the fact that President Hoover, in calling upon the special session of Congress to meet, and again in his message at the opening of the sesion, urged that legislation be restricted to matters of such importance as necessitated immediate consideration, approximately 2,000 general measures were introduced in the Senate and House of Representatives during the first week.

As was anticipated, a large number of the measures which failed of action at the last Congress were reintroduced, among them being the Kelly-Capper fair trade bill, which would legalize the maintenance of resale prices on trade-marked goods; bills to "stabilize" the dollar, Representative La Guardia's bill to prohibit the interstate transportation of stolen property, the bill prohibiting the transmission through the mails of unsolicited merchandise, and a measure authorizing the Postmaster General to establish rates of demurrage to be charged upon parcel post packages not removed from the post office of delivery within a specified time.

The Kelly-Capper fair trade bill provides that no contract relating to the sale or resale of a commodity bearing the trade-mark, brand or name of the producer or owner, which is in fair and open competition with commodities of the same general class by others, shall be deemed to be unlawful by reason of any provision that the vendee will not resell such commodity except at the price stipulated by the vendor. It is required, however, that this agreement will be understood to permit the cutting of prices in closing out stocks for the purpose of discontinuing the sale of such commodity, the disposition of damaged or deteriorated stock, or in sales by a receiver, trustee or other officer acting under the orders of a court.

It is expressly stipulated in the measure, however, that nothing in the act shall be construed as legalizing any contract or agreement between producers, between wholesalers or between retailers as to sale or resale prices.

The term "producer" is interpreted as including growers, packers, makers, manufacturers, or publishers.

Under the bills to stabilize the buyer power of money, every person and firm engaged in the wholesale business in the United States whose total yearly sales exceed $20,000 is to be required to render to the Treasury Department a report of sales each quarter, and the department is required to construct a schedule in which shall be listed all the commodities marketed at wholesale in the United States, showing price changes occurring during the quarter. On the basis of these figures the department would be required to issue daily a so-called "market gauge" of the gold dollar, on which is to be computed the mint rate, and gold coins and silver dollars are to be discontinued. The net effect of the legislation would be, so far as anyone in Washington is able to interpret it, that the gold dollar would purchase the same amount of goods repardless of price changes.

The bill prohibiting the sending and receipt of stolen property through interstate and foreign commerce is of great interest to all business men. Based largely upon the provision of the Dyer Act prohibiting the interstate transportation of stolen automobiles, which has been found very successful, the LaGuardia measure provides a fine of not exceeding $10,000 or imprisonment for not more than ten years, or both, for the interest or foreign transportation of any property stolen or known to have been stolen. The bill would cover not only the transportation but also would reach anyone buying, receiving, possessing, concealing, selling or disposing of any stolen property.

The sending of unsolicited merchandise through the mails, to be prohibited under the bill introduced by Representative Watson of Pennsylvania, does not make it an offense but prohibits the delivery of such unsolicited merchandise, if deposited in the mails by other than authorized persons, who are to be confined to religious, charitable or eleemosynary societies, or institutions. Any such merchandise discovered in the mails is to be returned to the sender charged with postage due at double the regular rate and upon his failure to pay such return postage the matter is to be disposed of as other dead matter.

TOBACCO AND GROCERY STORES ABOUT EQUALLY DIVIDED IN MANHATTAN

COINCIDENT with the attempt of Mr. Schulte to end price cutting, the Merchants' Association of New York disclosed that in a survey of retail outlets in Manhattan which it has made, the tobacco stores and grocery stores are running a close race for supremacy on the island.

This survey shows that 1820, or 18.4 per cent. of the retail stores in the eleven fields included in the inquiry are grocery shops. Both neighborhood grocery and the chain stores are included in this total. The borough has 1775 retail cigar stores, this figure being 18 per cent. of the 9849 retail shops listed in the inquiry.

Retail druggists come third with a total of 1376 stores. Seemingly, candy and jewelry are almost equally popular among the luxuries, for the borough is supporting 1020 retail confectionery stores and 1007 retail jewelry stores. Furniture stores and bake shops are likewise running a close race, there being 504 of the former and 535 of the latter.

UNITED ACQUIRES REISS-PREMIER STOCK

The Board of Directors of the United Cigar Stores Company of America have agreed to exchange 35,000 shares of the $10 par value common stock for 1470 shares of Reiss-Premier Pipe Company stock. The Reiss-Premier Pipe Company is an Illinois corporation operating cheifly through subsidiaries. The exchange will give the United Cigar Stores Company 49 per cent. of the Reiss-Premier capital stock.

BANDIT ROBS CIGAR STORE

Detectives of the West 152d Street Station, New York City, are seeking the lone bandit who last week held up the Schulte cigar store at 3778 Broadway, took more than $300 from the cash register and the safe, and escaped, leaving Frank Pink, the clerk, locked in a small closet.

NEW CIGAR ROLLING MACHINE

(Continued from page 6)

to 5500 per day. It is understood that the new Universal Model R rolling machine is capable of being timed to meet the production requirements of the Universal bunch machines.

Since the Model R rolling machine is a separate unit any damage to the rolling machine would not interfere with production on the bunch machine. The mechanical production of bunches would continue and hand rollers could complete the cigars temporarily.

In conjunction with the operation of the Model R rolling machine it is worth noting that bunches can be rolled with one or two binders. In addition no paste is required to be used on these binders.

Inquisitive about the patent situation, a representative of the TOBACCO WORLD inquired of the Universal Tobacco Machine Company regarding their Model R rolling machine. The statement was volunteered that the sale of the Model R rolling machine to the trade had been withheld several months for the sole purpose of investigating the patent situation.

View of the New Universal Model R Rolling Machine in Operation in conjunction with the Model S Long Filler (non-blending type) Bunch Machine, which is shown in the rear.

The Universal Tobacco Machine Company, it was said, went thoroughly into the general patent situation before offering the machine to the cigar manufacturing trade, preferring to do this prior to sale and use, rather than afterwards. After the most thorough search and investigation, and study of the art, by the most competent patent attorneys in the country, the Universal Tobacco Machine Company has been led to the conclusion that the machine is free and clear of infringement.

Cigar manufacturers interested in the purchase of a cigar rolling machine which can be purchased outright, should get in touch with the Universal Tobacco Machine Company at 40 East Thirty-fourth Street, New York City, relative to their new Model R rolling machine.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HIRSCHHORN HEADS DRIVE

Fred Hirschhorn, of the General Cigar Company, New York City, has been appointed chairman of the Tobacco Division for the Annual Maintenance Appeal of the Salvation Army, which will be May 1st to May 15th.

It will cost the Salvation Army $560,000 to maintain its forty-nine relief and welfare institutions in Greater New York during the coming year, according to the budget approved by the advisory board, of which Henry W. Taft is chairman and Guy Emerson treasurer.

AMERICAN TOBACCO NEW WAREHOUSES

The American Tobacco Company has recently acquired ten additional warehouses for the storage of leaf tobacco at their Reidsville branch, thus increasing their storage capacity at that point to 50,000,000 pounds. The company produces 60,000,000 "Lucky Strike" cigarettes at this plant daily and is said to be planning to increase this output. Incidentally, Reidsville is one of the largest communities in the world devoted exclusively to the manufacturing of one brand of cigarettes.

AMERICAN SNUFF STOCK SPLIT

At the recent meeting of the board of directors of the American Snuff Company, a resolution was adopted approving the proposed four for one split-up in the common stock and the reduction in the par value from $100 to $25. Stockholders will be asked to vote on the proposal at the annual meeting of the company on May 7.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BROKAW:—45,463. For cigars. April 17, 1929. A. Siegel & Sons, Inc., New York, N. Y.

ST. FRANCIS CLUB:—45,460. For all tobacco products. January 23, 1929. The Security Cigar Co., Inc., Los Angeles, Cal. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the registrant continually for more than eight years.)

EL-SHARP-PO:—45,461. For cigars and tobacco. April 16, 1929. G. W. Sharpe, Greensboro, N. C.

TRANSFERS

FOREMOST:—44,132 (T. M. A.). For all tobacco products. Registered March 5, 1925, by Hothorn Litzrodt Corp., New York, N. Y. Transferred to Henry W. Peabody & Co., New York, N. Y., March 29, 1928.

EL ATTONA:—43,851 (T. M. A.). For cigars. Registered July 12, 1924, by Pasbach-Voice Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Hothorn Litzrodt Corp., New York, N. Y. Transferred to Henry W. Peabody & Co., New York, N. Y., March 29, 1928.

BEAU BRUMELL:—6922 (Trade-Mark Record). For cigars. Registered May 21, 1890, by Geo. S. Harris & Sons, New York, N. Y. Through mesne transfers acquired by George Schlegel, Inc., New York, N. Y., and re-transferred to E. Kleiner & Co., Inc., New York, N. Y., April 11, 1929.

BEAU BRUMMEL:—12,466 (U. S. Tobacco Journal). For cigars. Registered June 17, 1890, by Victor Vallette & Co., New York, N. Y. Through mesne transfers acquired by George Schlegel, Inc., New York, N. Y., and re-transferred to E. Kleiner & Co., Inc., New York, N. Y., April 11, 1929.

GOLDEN DAWN:—45,221 (T. M. A.). For cigars. Registered March 24, 1928, by American Litho. Co., New York, N. Y., successors to George S. Harris & Sons, Philadelphia, Pa., original registrants. Transferred to A. Siegel & Sons, Inc., New York, N. Y., April 25, 1928.

DUCAL:—16,616 (Trade-Mark Record). For cigars. Registered May 14, 1896, by O. L. Schwencke, New York, N. Y. Transferred to Eugene L. Cochran, Washington, D. C., and re-transferred by Geo. W. Cochran Co., Inc., Wooton E. Young, President, to Cuesta, Rey & Co., Tampa, Fla., April 16, 1929.

EL RADIO:—17,002 (Trade-Mark Record). For cigars. Registered August 21, 1896, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by D. W. Cigar Co., Wilson, N. C., and transferred to Kohler-Snyder Co., Inc., Yoe, Pa., April 12, 1929.

WONDER-GROWTH:—44,958. For all tobacco products. Registered May 4, 1927, by J. K. Long, Versailles, Ohio. Transferred to The J. K. Long Co., Versailles, Ohio, April 18, 1929.

HYACINTH:—43,545. For leaf tobacco and leaf tobacco scraps. Registered October 14, 1923, by J. K. Long, Versailles, Ohio. Transferred to The J. K. Long Co., Versailles, Ohio, April 18, 1929.

MISTLETOE:—43,530. For leaf tobacco and leaf tobacco scraps. Registered October 22, 1923, by J. K. Long, Versailles, Ohio. Transferred to the J. K. Long Co., Versailles, Ohio, April 18, 1929.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby give than an application has been filed with us for the registration of the following trade-marks, and that same will be registered unless we shall be advised of the existence of any valid rights thereto by written notice setting forth specifically the basis of such claims on or before the registration date set opposite the trade-mark:

RIVINGTON .....May 1, 1929.
WINDSOR .....May 8, 1929.

DAVID A. SCHULTE INAUGURATES NEW MERCHANDISING ERA

A NEW step taken last week by David A. Schulte will incorporate in the Schulte cigar stores, Huyler's soda fountains and a luncheonette service and sounds the death knell of the old corner chain cigar store, which sold only smokes. This type of store will soon be as extinct as the wooden Indian and the corner saloon, according to Mr. Schulte.

With the new joint cigar-soda fountain stores located in the middle of the block and catering not only to the men and women, buyers of smokes, but also to the constantly increasing luncheonette trade, Mr. Schulte, it is said, has solved the problem of increased corner real estate rentals. He has met four modern trends—the addition of the feminine group to the smokers' field; the speeded up tempo of modern life in America doing away with heavy meals; the increased consumer demand for cigarettes coupled with new and more extensive channels of distribution; and the merchandising necessity of a greater unit of sales than smokes alone.

Mr. Schulte foresaw this trend two years ago when he took over Huyler's. He perfected the Huyler organization with improved service and quality of merchandise in anticipation of the inauguration of this new plan of middle-of-the-block stores selling in addition to smokers' articles, candy and novelties, ice cream, sodas, sandwiches and other light foods. These stores will be operated by Huyler's Luncheonette, Inc., newly organized with main offices at 110 East 13th Street, New York City.

In five years, five hundred stores will be opened giving this service. By this May 15th, numerous such joint units will be in operation, including one at Broadway and John Street, New York; one at 4 Court Street, Brooklyn; one at 39th Street and Eighth Avenue; and one at Fulton and Willoughby Streets, Brooklyn. Other new stores will be: one at Maine and Franklin Streets, Worcester, Mass.; one at Bridge and Mamaroneck Streets, Lowell, Mass.; one at 170 Canal Street, Boston; one at Lafayette and Genesee Streets, Utica; one at 13th and Market Streets, Philadelphia; one at 130 Market Street, Paterson, N. J.; and one at Penn Square and Queen Street, Lancaster, Pa. The real estate department is already endeavoring to secure sufficient additional space to enable existent stores to conform to the announced plan.

In keeping with the tradition of Huyler's, there will be used the formulas for ice cream sodas and ice cream prepared in 1874 by John F. Huyler and amended to conform to modern tastes. The Broadway and 18th Street store of Huyler's in New York City, the oldest soda and candy store in America, first used this formula, and from this original store, still in existence, has grown the project of a chain of five hundred establishments serving Huyler's fountain products.

NEW YORK SALESMEN TO MOVE HEADQUARTERS

At the recent meeting of the New York Branch of the Tobacco Salesmen's Association held in Pape Hall, it was announced that future gatherings of the association would be held in the Proctor Building at Fifty-eighth Street between Third and Lexington Avenues.

The entertainment committee has planned a splendid program of entertainment and refreshments to celebrate the opening of their new quarters in May.

MAY 15, 1929

LIBRARY RECEIVED MAY 20 1929 U. S. Department of Agriculture

VOLUME 49 No. 10

THE TOBACCO WORLD

The 1929 Crop May Be Short

The growers have done all in their power to replant the fields destroyed by the hurricane of last September, yet all the damage could not be repaired. Now, as the crop nears maturity, is the time to place your orders.

Following the hurricane, Porto Rican growers have been favored by a long period of the finest kind of tobacco growing weather. Today the plantations present to the eye a crop that is of exceptionally high quality.

PORTO RICAN TOBACCO

is naturally mild, fragrant, free-burning leaf, and makes a perfect blend for producing a good mild cigar. Manufacturers, jobbers and dealers who are catering to the present day public demand for just such a cigar cannot afford to run the risk of not placing their orders for Porto Rican tobacco early.

Estimate Your Needs and Cover Your Requirements Now

Do not delay, as the increasing number of orders may soon absorb all the available supply.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Men will gamble in stocks and bonds- their cigars they must KNOW

A cigar store is a place of business—not a gambling resort. Its customers don't come to compete in a guessing contest. "Is it long—is it short?" "Is it blonde or brunette?" "Is it mild—is it heavy?" "Is it fat or lean?"

When a man has to pick his cigar by shutting his eyes and taking a chance, the suspense is apt to be terrible. The best customers insist on knowing their cigars color, shape and size. They select them from wooden boxes. It is good business to pack your cigars in wooden boxes.

"To lazily float
In a painted boat,
On a shimmering morning sea,
Or to flirt with a maid
In the afternoon shade,
Seems good enough sport to be;
But the evening hour,
With its subtle power,
Is sweeter and better far,
If joined to the joy,
Devoid of alloy,
That links in a good cigar.'

—Norris Bull

The best cigars
are packed in
WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 10

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, MAY 15, 1929 | Foreign $3.50

PARKER RESIGNS FROM AMERICAN COMPANIES

JUNIUS PARKER, chairman of the board of directors of the American Tobacco Company and president of the American Cigar Company, resigned his official position with both companies on May 1st. He had been general counsel of the American Tobacco Company since 1912 and was elected chairman of the board in 1925. No successor was elected to succeed Mr. Parker as chairman of the board, and the company announced that they do not contemplate naming a new chairman at the present time.

Mr. Parker's resignation came as a surprise to the financial district and various reasons were attributed for his action, but the following statement given out by Mr. Parker explains the reason for his action:

"My retirement from official connection with the American Tobacco Company and its controlling companies, including American Cigar Company, seems to me of no special significance. It has been induced simply and only by my belief that the duties and responsibilities that ought to be discharged and assumed by one holding an executive or other official position in a business corporation are more onerous to me than the duties and responsibilities of a lawyer practicing law as I intend to practice it.

"The gentlemen who managed the company, and will manage it, and the gentlemen who managed and will manage the controlled companies, have had and continue to have my esteem, respect and confidence; that the business of the company and its fiscal affairs are in excellent condition is shown abundantly by its published financial statements. I am not becoming again the counsel of the company as I was before I became chairman of the board—it now has a most capable counsel—but he and the officers of the company have offered me, and I have been glad to accept, a retainer that will give them the right to confer with me on legal matters and any other matters."

Charles F. Weiley and Vincent Riggio, heretofore assistant vice-presidents, were elected vice-presidents of American Tobacco Company, while Nathan Weiss, vice-president, was elected a member of the board of directors. George W. Hill, president of the American Tobacco Company, was elected president of the American Cigar Company, to succeed Mr. Parker, who assumed the presidency last October. Charles A. Penn, vice-president of the American Tobacco Company, was also elected vice-president of the American Cigar Company.

P. R. COMPANY GAINS CONTROL OF WAITT & BOND, INCORPORATED

ANNOUNCEMENT was made on May 2d that the Porto Rican-American Tobacco Company had acquired a controlling interest in Waitt & Bond, Incorporated, of Newark, N. J., manufacturers of the nationally known brand, "Blackstone."

The Porto Rican-American Company already owns a controlling interest in the Congress Cigar Company, and the acquisition of control of Waitt & Bond makes it one of the outstanding companies in the cigar manufacturing field.

Waitt & Bond, Incorporated, have the enviable record of a continuous increase in sales and earnings for more than fifty years, and the "Blackstone" cigar has a national distribution.

It is understood that there will be no changes made in the management of Waitt & Bond, and that the headquarters of the company will remain in Newark, N. J.

The Porto Rican-American Company has notified the New York Stock Exchange of a proposed increase in the common B stock of the company from 150,000 shares to 300,000 shares, and stockholders of the company will be asked to ratify the proposed change at their meeting on May 17th.

Part of the increased number of shares will be used for the purchase of stock of Waitt & Bond, and a part of the new issue will remain in the treasury, it is said.

SANTAELLA ACQUIRES ANOTHER FACTORY

A. Santaella & Company, manufacturers of the "Optimo" cigar, have recently completed the purchase of the factory building located at Howard Avenue and Cypress Street, thus making four factories now being operated by this company.

The building was built by Samuel I. Davis and has been occupied as a cigar factory for a number of years. It is a three-story brick structure with capacity for about six hundred cigarmakers. All of the "Optimo" factories are working at full capacity in an effort to supply the steadily increasing demand for this popular brand.

AMERICAN SNUFF STOCK TO BE SPLIT

Stockholders of the American Snuff Company last week approved a plan to split the $100 par value common stock of the company four for one, reducing the par value to $25 a share.

"OLD GOLD" PROGRAM TO ORIGINATE ON WEST COAST

THE P. LORILLARD COMPANY, makers of "Old Gold" cigarettes, who were responsible for the major broadcasting event of 1929 when they put Paul Whiteman and his famous orchestra on the air as a weekly feature, are about to create another outstanding piece of radio history.

Beginning June 11th, the "Old Gold"-Paul Whiteman hour will be heard over the same nation-wide hookup of the Columbia Broadcasting System every Tuesday night from 9 to 10 P. M., Eastern Daylight Time, but instead of coming from New York the music will be broadcast from Los Angeles.

Thus will be inaugurated the first regular radio feature series to be sent from the west coast throughout America.

This radio innovation not only will mark the first major broadcast series from West to East, but also will be notable as the first time that an important entertainment on the air has been moved from one side of America to the other without any interruption in its broadcasting.

The offering of Whiteman and his world-famous dance orchestra from the west coast was brought about because this Tuesday night feature has been such a tremendous success that P. Lorillard Company decided to continue Whiteman on the air even though he was going out to Universal City, Cal., to make a talking movie, "The King of Jazz." Whiteman's contract, therefore, was extended, and the Columbia System, through its engineering and other technical departments, worked out the necessary mechanical arrangements for transmitting this program as perfectly from Los Angeles as it has hitherto been sent from New York.

The movement of this great radio feature across the continent, besides setting radio precedents, is to be something of a sensation in itself. Whiteman and his orchestra, his stage crew, his arrangers, and his soloists, together with Ted Husing, announcer of the hour, and the proper technical men, will travel from New York to Los Angeles in a train chartered by the P. Lorillard Company, to be known as the "Old Gold"-Paul Whiteman Special.

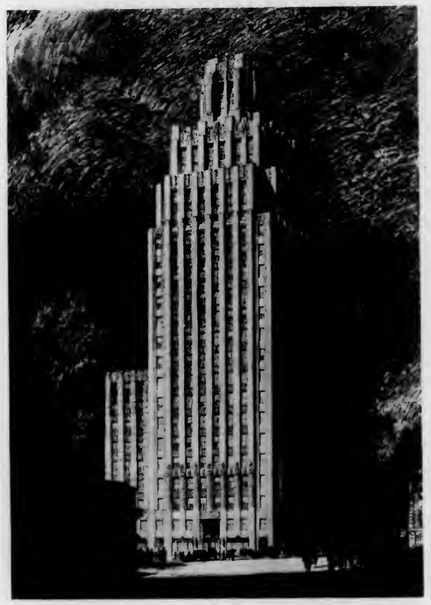
In order that there shall be no interruption to the regular weekly broadcasts at 9 o'clock Eastern Daylight Saving Time on Tuesday nights, one of these broadcasts will be given from Chicago and the other from Denver. The special train also will make about eighteen other stops, at each of which there will be a concert, with the King of Jazz playing as the guest of one of the broadcasting stations in the Columbia chain which handles the regular weekly feature. In some eight cities between New York and Los Angeles these concerts will be given in huge auditoriums under the auspices of the local Columbia station, with the general public as its guests. In the other cities where there are links in the Columbia chain these concerts will be given from the railroad station and broadcast locally so that the audience in many big cities may hear Whiteman's notable music at close range. There also will be several stops in cities in which there are no broadcasting stations, so that people in such places also may have the opportunity of hearing the King of Jazz make music in their own towns.

NEW R. J. REYNOLDS BUILDING MONUMENT TO PROGRESS OF TOBACCO INDUSTRY

THE executive offices of the R. J. Reynolds Tobacco Company, in Winston-Salem, N. C., have been moved from the old office building at Fifth and Main Streets, to the Company's new twenty-two-story building (which is the tallest in the State) at Fourth and Main Streets, and the business of the Company will in the future be transacted from their new quarters.

This twentieth-century monument to the tremendous growth of the tobacco business, rising 315 feet above the streets of Winston-Salem, North Carolina, stands on a central corner in the financial, judicial and business districts, with a frontage of 200 feet and depth of 120 feet.

The edifice, combining subdued dignity and attractiveness of design with the highest degree of modern efficiency obtainable, was built by the Company to meet a demand created by a steadily expanding industry in which it is a leader.



This new twenty-two story office building of the R. J. Reynolds Tobacco Company, at Winston-Salem, N. C., is tallest in State.

The building is constructed of steel and reinforced concrete, and is faced with Indiana limestone, with lead-coated copper spandrels. Six high-speed passenger elevators are used. These elevators embody all the most modern equipment, including full signal control, power operated doors, car position and floor indicators. The building is highly resistant to fire, and is equipped with the latest conveniences. It was constructed so that adequate outside light is provided, and in office spaces sound proof ceilings are installed, thereby relieving the noise so frequently noticeable in ac-

(Continued on page 18)

A TRIUMPH IN SCRAP BUNCH MACHINES

Improved!

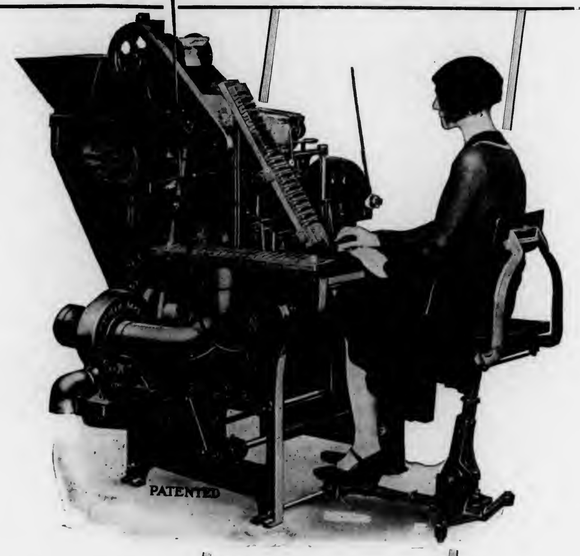
With Two Important Features That—

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

The MODEL L UNIVERSAL Scrap Bunch Machine



WHETHER yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine).
With individual, direct-connected, motor-driven Suction Fan, $75. extra.
Prices F. O. B. Factory, Newark, N. J., U. S. A.

LABOR, STOCK & MONEY - SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Write for Illustrated Price Folder and complete Model L information

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

"CINCO" USING UNIQUE SCHEME

THE broadcasting of the "Cinco" radio program each week is being livened up a bit by the inauguration of a unique scheme to obtain letters from listeners in.

Each week a guessing contest is announced in which baseball fans are invited to guess the number of hits and runs that will be made by the different baseball leagues each Sunday. Two hundred fifty dollars will be given away by Webster-Eisenlohr each week in prizes to the lucky guessers.

During the broadcast each Thursday evening the plan of the contest will be announced together with the name of the league which will be the subject of the guessing on the following Sunday. Answers to be considered in the alloting of prizes must either be received at contest headquarters or postmarked before midnight on the Saturday night following the broadcast and preceding the games.

According to officials of the Webster-Eisenlohr Company, twelve thousand replies were received following the announcement of the first contest, and it is anticipated that a great number of the contestants will not forget to ask for "Cinco" cigars the next time they enter their favorite cigar store.

NEW "MAPACUBA" SOON TO APPEAR

A new size of the "Mapacuba" cigar, product of Bayuk Cigars, Incorporated, is soon to make its appearance in an upright Boite Nature package, and individually foil wrapped.

The new size will be known as the Corona Fina size and the style of packing will make it particularly adaptable for placement on top of the cigar case, a position which is at a premium at all times.

JOHN NYDECK JOINS ZIFFERBLATT

John Nydeck, formerly connected with the local branch of the American Cigar Company, has severed his connection with that firm and joined the sales force of Geo. Zifferblatt & Company, and will cover the northeast section of the city in the future in the interest of "Habanello."

SAM BAYUK HOME

Samuel Bayuk, president of Bayuk Cigars, Incorporated, who has been in Europe for some time, where he attended the Sumatra inscriptions in Amsterdam, returned home last week, arriving in New York on board the SS. Berengaria.

FRINGS BROTHERS RECEIVE CARLOADS OF "ROCKY FORDS"

FRINGS BROTHERS COMPANY, cigar and tobacco distributors at Thirty-first and Market Streets, have received two solid carloads of "Rocky Ford" cigars, a product of the P. Lorillard Company, for distribution in this territory. The "Rocky Ford" is a five-cent cigar, long filler, of excellent quality, and production on this brand has been steadily increasing to keep pace with the increasing popularity of this cigar throughout the country.

UNITED TO OPEN IN ARDMORE

Settlement has been made by a syndicate of investors for the premises at the corner of Cricket and Lancaster Avenues, Ardmore, Pa., which is considered the best corner in Ardmore, and the present building on the lot will be torn down and the site improved with a store and office building, for which plans are being made.

The entire ground floor of the new building has been leased for a long term of years to the United Cigar Stores Company. The second floor has been leased to another firm.

Mastbaum Brothers and Fleisher negotiated the sale of the lot and the leases on the new building, which will represent an investment of $140,000.

ZIFFERBLATT RETURNS FROM SOUTH

George Zifferblatt, of G. Zifferblatt & Company, manufacturers of the "Habanello" brand of cigars which are steadily growing in popularity in parts of the country where they have been placed, has just returned from a trip to Houston, Texas, where he visited his distributor for that territory, J. Loewenstein & Son. Mr. Zifferblatt returned to Philadelphia via Dallas, Kansas City and Chicago.

He states that he is very well pleased with the excellent placement of his brand which has been accomplished by Loewenstein & Son, as well as by his distributors in the other cities visited.

BAYUK DIRECTORS RE-ELECTED

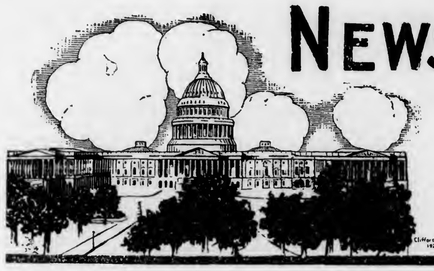
At the annual meeting of stockholders of Bayuk Cigars, Incorporated, held in Baltimore, Md., on May 2nd, all directors of the company were re-elected.

Statement of earnings for the first quarter of 192[illegible] shows net profit of $207,005 after deductions for maintenance and repairs and estimated Federal taxes, as compared with net of $271,813 for the same period of 1928.

"I'D WALK A MILE FOR A CAMEL"

—but a "MISS" is as Good as a MILE

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

NO changes whatever are made in the tobacco rates in the tariff bill submitted to the House of Representatives May 7th by the Republican members of the Ways and Means Committee.

The present rate of $2.10 per pound on unstemmed and $2.75 per pound on stemmed wrapper tobacco, filler tobacco with more than 35 per cent. of wrapper, and leaf tobacco from two or more countries or dependencies, is continued, as are the 35-cent rate on filler tobacco unstemmed and 50 cents stemmed. The present rates of 55 per cent. on all other tobacco not specially provided for, 35 cents on scrap tobacco, 55 cents on snuff, and $4.50 per pound and 25 per cent. ad valorem on cigars, cigarettes and cheroots are also continued.

The bill, however, makes one very important change in the provision it carries for repeal of the present statute prohibiting the importation of cigars in lots of less than 3000. It is pointed out in a statement accompanying the measure that no such limitation applies to any other class of imported commodities, and, "because of the peculiar economic conditions, the provision operates as a discrimination against the Republic of Cuba almost exclusively. Your committee is advised that this restriction has for years been the obstacle to the conclusion of a permanent parcel-post convention with Cuba. The Cuban Government, pursuant to the option contained therein, has abrogated the temporary parcel post agreement negotiated November 2, 1925. The postal as well as the customs revenues have been seriously affected by this action, and your committee believes that the limitation should be removed and the exchange of parcel post between the United States and Cuba should be restored."

The committee devoted considerable space in its statement to an explanation of its decision to continue the present tobacco rates, concluding with the statement that "your committee believes that the proponents for an increase in duty have failed to sustain their case," but also declaring that the manufacturers and farmers have been benefited by the cut in internal revenue taxes on cigars.

"Your committee, with all these facts before them, and being convinced that the manufacturer was benefited to a great extent by the reduction in the tax, that the grower profited to a certain extent, and also, because of the condition of the manufacturing industry and the production end," it was declared, "believes that no further reduction in duty is necessary to protect these two interests. We therefore recommend that Schedule 6 be retained in the new tariff bill as it is now written in the Tariff Act of 1922."

The rates on cigar bands are left unchanged, but the duties on labels and flaps, printed in less than eight colors (bronze printing to be counted as two colors) but with no metal leaf, are increased from 25 to 30 cents per pound, and if printed in eight or more colors, from 35 to 40 cents per pound. No change is made in the rate on cigarette papers.

The present rates on common clay pipes are continued, but brier pipes are made dutiable at five cents each and 60 per cent. ad valorem.

Passage of the tariff bill by the House of Representatives not later than May 23 is sought by Republican leaders, who as this is written are seeking to reach an agreement as to the manner in which the bill shall be handled on the floor. It is planned to permit general debate on the measure until May 16th, thereafter confining discussion to specific items as they come up for vote, with final passage of the bill set for the twenty-third.

A number of items have become matters of heated controversy, and it is the handling of these provisions which is causing the greatest difficulty. While some of the House leaders would prefer to use steam-roller tactics and jam the bill through without giving any opportunity for amendment of rates from the floor, others believe that some of the rates in the bill are subject to so much dissatisfaction that it will be absolutely necessary to allow members the opportunity of changing them.

After the measure passes the House it will go to the Senate, where several weeks will probably be consumed by the Finance Committee in considering the measure, with the possibility that hearings will be held to bring out points which the upper body may feel the House overlooked. It is not planned to carry these hearings to any considerable length, however, but it is not likely that the bill will be reported to the Senate much before the middle or end of June. It is now extremely doubtful whether the measure will be finally passed by Congress by July 4, as was originally anticipated, some members believing that it may be very near August before the bill is finally disposed of.

American Valuation Urged as Basis for Tariff Rates

Adoption of American valuation as the basis for tariff rates was urged upon members of the House committee on ways and means last month by representatives of manufacturers, who declared there is no justification for retention of the foreign valuation base, "when every domestic consideration demands that we remove ourselves from the shortcomings, inconsis-

(*Continued on Page 12*)

"I pass up the sweets *and light a Lucky instead."*

Cornelius Vanderbilt Jr.

Cornelius Vanderbilt, Jr.
newspaper writer and author of the new novel "Reno."

Cornelius Vanderbilt, Jr. newspaper writer and author of the new novel "Reno."

Reach for a Lucky instead of a sweet.

"There is a soothing quality in Luckies I enjoy, and they help lessen the tension that comes with the average business day. I find they are less irritating to the throat than any cigarette I have ever smoked. An athlete must keep fit, but so must the business man and I pass up the sweets and light a Lucky instead. In this way, I get the pleasure of a real good smoke in Luckies and do not have to worry about putting on any excess flesh."

CORNELIUS VANDERBILT, JR.

THE modern common sense way—reach for a Lucky instead of a sweet. Thousands are doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for fattening sweets.

Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "It's good to smoke Luckies."

Note: Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during the year 1928, Lucky Strike Cigarettes showed a greater increase than all the other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

© 1929, The American Tobacco Co., Manufacturers

GENERAL CIGAR EARNINGS UP

GENERAL CIGAR COMPANY reports for the March, 1929, quarter net profit of $705,369, after charges and Federal taxes, equal, after allowing for 7 per cent. preferred dividend requirements, to $1.51 a share on the common stock. Net profit in the corresponding period of 1928 was $337,862, which was equivalent to 75 cents a share.

According to the *Wall Street Journal*, earnings in the current quarter are expected to run around $2 to $2.50 a share on the 407,570 shares of no-par common stock, after 7 per cent. preferred dividends, compared with $1.21 a common share in the second quarter of 1928. There is good chance that the higher estimate may be attained, which would mean that the company had covered its $4 common dividend in the first six months of this year. In the first half of last year, earnings were $976,152 after all charges, equivalent after preferred dividends to only $1.96 a share on the common.

It is expected that the General's record output of 752,000,000 cigars made last year will be exceeded this year and that earnings of the company will be increased over those of last year. If earnings materialize as expected, common stockholders may expect larger dividends. Action would probably be taken in the latter part of the year, and would probably assume the form of an extra cash dividend.

STEWART & HOLMES JOINS CONSOLIDATION

The Stewart & Holmes Drug Company, of Seattle, Wash., and a $3,000,000 concern, has joined the McKesson & Robbins, Incorporated, consolidation of wholesale drug units, it was announced recently.

McKesson & Robbins, Incorporated, was organized in the State of Maryland a short time ago, and operated fifty-six wholesale drug units.

Stewart & Holmes was organized in Seattle, Wash., nearly forty-five years ago, and the two founders passed away a few months ago. J. H. Balling is president of the company at the present time and he stated that the consolidation will have no effect on the present policy of the business, but will result in certain economies in the management of the firm. The present officers and employees, as well as the old established firm name will be retained, he announced, and all nationally advertised drug and toilet goods will be handled by the firm for resale to retail drug stores to the exclusion of the large drug chain stores.

SALDANA RETURNS FROM PORTO RICO

Marco R. Saldana, chief agent of the Porto Rican Government Tobacco Guarantee Agency, in New York City, returned last week from a two-months' visit to Porto Rico, where he has been inspecting the crop and conditions on the island.

Mr. Saldana reports that the new crop of Porto Rican leaf will not be as large as expected but that it contains some excellent quality.

LORILLARD INCREASING NUMBER OF EMPLOYEES

It is reported that the Whitlock Branch of the P. Lorillard Company, located in Richmond, Va., known as the world's largest cigar factory, has issued a call for 400 additional employees. The factory has found it necessary to operate every cigar making machine to capacity in order to fill orders on hand at the present time.

JOSEPH MENDELSOHN RESIGNS FROM STERN-MENDELSOHN COMPANY, INCORPORATED

JOSEPH MENDELSOHN, one of the best known persons in the leaf tobacco industry, has resigned as vice-president and director of Stern-Mendelsohn Company, Incorporated, of New York City, and has become associated with Selgas & Company, well known leaf tobacco merchants of the same city, and will supervise the buying, receiving, curing and stripping of Porto Rican tobacco, in which field he is recognized as an expert of wide experience.

Harry S. Rothschild, president of Stern-Mendelsohn & Company, stated that Mr. Mendelsohn's resignation was a matter of keen regret to all his associates in the company and it was caused purely through the fact that the Stern-Mendelsohn Company had discontinued their Porto Rico packing department.

Mr. Mendelsohn became associated with the leaf tobacco industry in Chicago in 1883 and came to New York City in 1901.

Selgas & Company is an old and well established house with an excellent reputation and maintains packing houses in Manati, Porto Rico, in addition to their offices in New York City.

I. R. T. A. ELECTS OFFICERS

The Independent Retail Tobacconists Association held a meeting last week at the Pennsylvania Hotel, New York City, and the following officers of the organization were elected:

Harry L. Cohn, treasurer; Nat Goldman, financial secretary, and Charles Pfeifer, secretary.

The Brand Committee reported that they had arrived at a decision in regard to the cigar brand which is to be manufactured, and sold exclusively in the cigar stores of members of the I. R. T. A. The committee reported that E. Popper & Company had been selected to manufacture the proposed brand, and as the report was approved, production will be started at an early date. The brand will be Shade wrapped.

Fred White, former treasurer of the association, resigned on account of ill health, and Judge Hunter, former treasurer, was relieved of his duties in order that he might be better able to attend to other matters in connection with the association activities. He was unanimously chosen official counsel for the association.

About fifteen new members joined the association at the last meeting, and there was the largest attendance at the meeting of any meeting in the history of the association.

MICHIGAN IMPOSES SALES TAX ON CIGARETTES

A bill placing a tax on cigarettes sold in the State of Michigan has been passed by the legislature, and was signed by the Governor last week, levying a tax of one cent on each ten cigarettes sold.

Stamps will be sold by the Department of State and must be affixed by the distributor or dealer. It is estimated that the tax will yield more than $1,500,000 a year and it is designed to provide funds for the poorer school districts of the State.

V. VIVAUDOU, INCORPORATED

Net profit of V. Vivaudou, Incorporated, which is controlled by Schulte interests, reports net profit for 1928 was $355,703 compared with $1,012,191 in 1927, and equivalent to forty cents a share on the common stock, as against $2.30 a share in the previous year.

A *cooler* smoke in a *drier* pipe!

1 CUT FOR PIPES ONLY
2 BIG FLAKES THAT BURN SLOW
3 AND SMOKE COOL
4 SWEET TO THE END
5 NO SOGGY HEEL

Pipe smokers tell us...

Granger's fine old Burley would never smoke with such cool relish were it not for the shaggy "rough cut." Right!

Nor would the good taste be there except for Wellman's 1870 method—a priceless old time tobacco secret, now ours exclusively. Sensibly packed in foil, hence ten cents.

LIGGETT & MYERS TOBACCO CO.

GRANGER Rough Cut

IN MORE PIPES EVERY DAY

News from Congress

(Continued from page 8)

tencies and obvious evils of that assessment base for our ad valorem rates."

Use of the foreign value as the duty base allows the foreign producer practically to name the base to which our tariff rates shall apply, it was pointed out, thereby depriving our customs authorities of the determination of the amount of duty to be paid. "This system is at once the means and the invitation of undervaluations, thus not only depriving the Treasury of huge sums of intended revenue, but at the same time abrogating and defeating the protection which the rates supposedly were to afford. It is equally obvious that with rates based upon the foreign value of the imported product, the amount of duty diminishes as foreign value decreases and as protection is most needed.

"We know of no valid reason why the Government of the United States should not retain and exercise complete control over the workings of its own tariff enactments. On the other hand, we do know from a national experience of well over a century, and testified to by practically every Secretary of the Treasury in that period that ad valorem rates based upon foreign valuation result in wholesale undervaluations, the loss of tremendous sums of intended revenues, and the defeat of the protection which such rates have been supposed to give. We know, also, that the only way in which the Government of the United States can make the ad valorem rates of a tariff law effective is to place those rates upon some domestic valuation base. And we know, too, that every domestic interest affected has urgently begged that such a change of valuation base be made in the framing of the new law."

Employment in Cigar and Cigarette Industry Increases

Employment in the cigar and cigarette industry during March increased as compared with the preceding month but in the chewing and smoking tobacco and snuff industry there was a marked decline, it is revealed by figures just compiled by the Bureau of Labor Statistics of the Department of Labor. As compared with March a year ago, however, employment in both these industries declined.

Returns to the department from 231 cigar and cigarette manufacturers showed 54,875 persons employed during March, against 54,684 in February, an increase of 0.3 per cent. Aggregate weekly payroll totals were $890,012, against $860,324, a gain of 3.5 per cent. As compared with March, 1928, there was a decline of 0.9 per cent. in employment and a drop of 1.8 per cent. in weekly payroll totals, the per capita earnings of workers in the industry being 3.1 per cent. above February and 0.7 per cent. below March a year ago.

Reports from twenty-eight chewing and smoking tobacco and snuff manufacturing establishments gave 8,949 as the number employed during March, against 9,131 the preceding month, a decline of 2 per cent. Weekly payroll totals dropped 6.3 per cent., totaling $138,402, against $147,711. As compared with March a year ago, employment declined 6.4 per cent. and weekly payroll totals 6.6 per cent. The per capita earnings of workers in the industry were 4.4 per cent. under February and 0.1 per cent. below March, 1928.

Inspection and Grading of Tobacco to be Expanded

The market inspection and grading of tobacco previous to sale, which has been conducted experimentally for two years, will be expanded to include additional markets this year, the bureau of agricultural economics of the Department of Agriculture has announced.

Acting in co-operation with the Virginia State Department of Agriculture, grading service has been conducted on an experimental basis at the Lynchburg market. Applications have been received by the bureau for extending the service to other markets. Operations at South Hill, Va., a dark-fired market, is under consideration. Extension of the service into other States is also being given consideration.

Under the market inspection procedure, tobacco delivered to an auction warehouse for sale is examined by a grader licensed by the United States Department of Agriculture to grade tobacco on the basis of United States standard grades. The sales ticket is marked to show the grade determined, and this grade is announced by the warehouseman or auctioneer when the tobacco is offered for sale. The average prices by grades are posted at the close of each week.

Continuation of Government Policy in Respect to Mergers Anticipated

Continuation of the policy which the Government has followed during the past eight years with respect to enforcement of the anti-trust laws is anticipated, in view of the opinion rendered by Attorney-General Mitchell, refusing the sanction of the Government to the plan of the oil industry for curtailment of production.

In view of President Hoover's known attitude with respect to mergers in industry, it was a matter of speculation whether his views with respect to reduction of waste through mergers would be reflected in the stand of the Department of Justice. The Attorney-General's opinion, however, is taken in Washington to mean that the President is satisfied with the present administration of the anti-trust statutes. He is thoroughly familiar with the situation which precipitated the opinion, it having been, in fact, his announcement of a conservation policy for Government owned oil lands which led the oil industry to formulate its own plan for curtailment of production. The whole matter is known to have been laid before him, and the opinion of the Department of Justice, therefore, it is indicated, enunciates a policy of which he has approved.

In his opinion, the Attorney-General declared that "it is not the practice of Attorneys-General to give opinions as to whether proposed action by private persons would violate the laws of the United States." He makes it known definitely that the Department of Justice will not sanction any merger or other plan which bears possibilities of law evasion, and also makes it clear that Federal Departments are not authorized to speak for the Department of Justice, and they are warned that to give approval to any plans proposed by an industry, unless they are specifically authorized by Congress to take such action, would be to assume an authority which they do not have.

KEOGH JOINS UNION CIGAR

Val Keogh, who recently resigned from the American Cigar Company, has joined the sales force of the Union Cigar Company and will put his efforts behind the "Mi Favorita" brand in the future.

"Tell 'em—*It's Ripe Tobacco*"

-and the sale is made

Your time is valuable. Yours is a business in which the unit of sale is comparatively small—one, three, five or ten cigars per average customer. You must work fast to do a good day's business. You can't afford to let time-consuming discussions eat up half your profit.

Sell cigars that need no long-winded persuasion. Sell Bayuks! *"—It's Ripe Tobacco!"* . . . In this crisp, concise statement you have the biggest, most logical and most convincing cigar-selling argument ever put into three words.

Every customer understands it. He is satisfied that a cigar made entirely of ripe tobacco must be O. K. . . . And in almost no time you're ready for the next customer.

BAYUK BRANDS BUILD BUSINESS

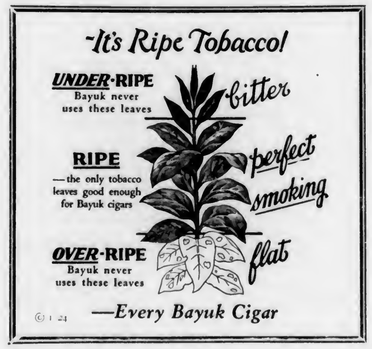
Best of all, with every Bayuk cigar goes the proof of your argument—to clinch your customer's continued patronage: No bitter taste of *under*-ripe tobacco to mar the smoker's pleasure. None of that insipid flatness which *over*-ripe leaves generally cause. Nothing but the true-tasting flavor, the nature-mellowed mildness, the bountiful fragrance of *fully*-ripe middle leaves of choice tobacco plants.

Bayuk cigar sales are showing far more favorable progress than the cigar industry in general. There must be something behind the Bayuk "ripe tobacco" idea. We'll tell you what it is: Unmatchable *quality* and *value!*

CHARLES THOMSON

BAYUK HAVANA RIBBON

MAPACUBA



BAYUK PHILADELPHIA CIGAR

PRINCE HAMLET

BAYUK CIGARS *Inc.*

Makers of fine cigars since 1897

PHILADELPHIA

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

HARWOOD NOW VICE-PRESIDENT OF AMERICAN CIGAR COMPANY

FRANK W. HARWOOD, who became associated with the American Cigar Company as advertising director a short time ago, after resigning from a similar position with the American Tobacco Company, was recently elected a vice-president of the American Cigar Company at a meeting of the Board of Directors.

Although with the cigar company but a few months, he has been instrumental in increasing the sale of their brands to a considerable extent throughout the country, and it was in recognition of his ability that he was promoted to the post of vice-president; however, he will continue to serve as advertising director also.

Mr. Harwood was largely responsible for the tremendous growth of "Lucky Strike" sales while he was advertising director of the American Tobacco Company. Previous to his association with the American Tobacco Company he was advertising manager of the General Cigar Company.

WISCONSIN SUES CIGAR COMPANY

Last week the State of Wisconsin filed suit against the Lewis-Leidersdorf Company and two eastern cigar factories, in Milwaukee Circuit Court, asking a restraining order to prevent the Lewis-Leidersdorf Company from issuing any more exclusive dealer contracts, which prohibits dealers purchasing any cigars from any other wholesalers or manufacturers. The State further asks that each of the defendants forfeit $5000 as provided by Section 13301 of the statutes.

NEW TEN-CENT CIGARETTE

A new brand of cigarettes made its appearance in the New York market last week, under the brand name of "Paul Jones." The new brand retails at twenty cigarettes for ten cents and is packed in the popular cup package.

It is manufactured by the Continental Tobacco Company and appeared in the chain stores and other retail stores in New York City. Marketing of the brand will be confined to New York City until a substantial demand is established.

SCHULTE DIVIDEND OMITTED

The board of directors of the Schulte Retail Stores Corporation at their last meeting omitted the regular quarterly dividend of 87½ cents in cash and ½ per cent. in common stock due at this time. This action was not unexpected due to the statement made by Mr. Schulte, at the recent stockholders' meeting, in reference to conditions in the cigarette field.

PETITION FILED AGAINST SCRANTON MANUFACTURER

An involuntary petition in bankruptcy has been filed in the Federal Court, in Scranton, Pa., against the Rosenthal Cigar Manufacturing Company of that city by the Norristown Cigar Box Company, when it presented claims against that concern. The petition was also accompanied by a statement from the cigar manufacturing concern admitting its insolvency and expressing a willingness to be adjudged a bankrupt. Attorney Lee P. Stark appeared for the petitioning creditor.

THE NICHOLAS COMPANY SUCCEEDS G. S. NICHOLAS & SON

THE firm of S. G. Nicholas & Son, Limited, who have been located at 41 Beaver Street, New York City, for more than seventy years, has been taken over by The Nicholas Company, Limited, a newly organized company which is composed entirely of employees of G. S. Nicholas & Son.

Headquarters of the Nicholas Company will be moved to 98 Wall Street, where the company has obtained a lease on the entire building. The business of the Nicholas Company will be confined entirely to tobacco and tobacco products, and the distribution of beverages, sardines, olive oil, etc., formerly carried on by G. S. Nicholas & Son will be discontinued.

D. D. Baxter, formerly vice-president and treasurer of G. S. Nicholas & Son, and associated with the firm for more than thirty-three years, will be president of the newly formed organization, and will devote his attention to the financial end of the business; Joseph F. Martin, who has been associated with the business for about twelve years, will be vice-president, and will have entire charge of the buying and selling end of the business; John H. Martens will be second vice-president; Rudolph Ludwig will be treasurer, and J. H. Attridge, former secretary of G. S. Nicholas & Son, will be secretary.

The Nicholas Company will distribute such imported brands as "Romeo y Julieta," "Upmann," "Larranaga," "Partagas," "Belinda," "Punch" and "La Intimidad." The company will also distribute cigarettes and high-grade pipe tobacco.

The firm of G. S. Nicholas & Son, Limited, was organized in 1860 by John F. Purdy, and it became Purdy & Nicholas in 1875 when George S. Nicholas was admitted to the firm. In 1889 Mr. Purdy retired from the firm and it became known as George S. Nicholas. In 1896 it became known as George S. Nicholas & Company, and in 1916 it was changed to G. S. Nicholas & Son, Limited, and the name has now been changed to the Nicholas Company, Limited, effective at once.

SCHULCO COMPANY EARNINGS

Schulco Company, Incorporated, a Schulte enterprise, reports net income for the quarter ending March 31st of $8657. Net income from operations, after deducting expenses, mortgage interest and depreciation on buildings owned, totaling in all $139,589, amounted to $124,160. Adding other income of $2082, brought gross income to $126,243. Interest accrued on guaranteed 6½ per cent. mortgage sinking fund gold bonds amounted to $117,586.

NON-SMOKERS PROTEST ASH TRAYS IN CLUB

To smoke or not to smoke grew from a question into a controversy last week among members of the Chicago Women's Club.

At the behest of members who smoke, the new home of the organization was equipped with ash trays. Opponents of the practice among women have marshaled their forces and will carry the agitation to the board of directors for a ruling.

CONSOLIDATED CIGAR EARNINGS DECREASE

The Consolidated Cigar Corporation reports net profit for the quarter ending March 31st of $668,924, after charges and Federal taxes. This compares with $685,953 in the first quarter of 1928.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS
VERY MILD VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

CIGARS ARE THE MOST ENJOYABLE AND LEAST IRRITATING FORM IN WHICH TOBACCO CAN BE SMOKED

in the expert medical opinion of

DOCTOR LEON BIZARD

Laureate of the French Academy of Medicine

The world's leading medical authorities endorse the cigar in La Palina's Spring 1929 Advertising Campaign—in large circulation newspapers everywhere—winning a greater appreciation, not alone for La Palina, but for every other cigar that is sold today.

LA PALINA

CIGARETTE PRICE WAR WILL BOOST MANUFACTURERS' PROFITS

THE price war now threatened among large retailers of cigarettes can scarcely have any other effect than to increase consumption and thus increase sales and earnings of manufacturers, according to a forecast made by the Standard Statistics Company, of New York, in its current survey of the tobacco industry.

Cigarette consumption in the first quarter increased more than 10 per cent. over the similar period of 1928, the figures being 26.9 billion and 24.3 billion. The gain in January was 21.4 per cent. but this fell off to 7 per cent. and 2.6 per cent. in February and March.

Under the stimulus of standardization, advertising, and frequent downward revision of prices, consumption of cigarettes in the United States has increased for a decade at the average rate of about 12 per cent. a year. Owing in large part to an unsatisfactory competitive situation, the 1927 gain was only 8.6 per cent., but this slowing down was checked in 1928 by an advance of 9 per cent., the survey continues.

"That the industry is capable of further expansion of a prolonged character is attested by the rapid growth up to this time, in spite of recent smaller expenditures for advertising and failure of certain dealers to pass along to the public the price cuts of last year. In both of these respects, however, the outlook promises improvement. Advertising this year is being concentrated on newspaper space with the aim of reaching a larger number of consumers."

DE-NICOTINIZING COMPANY AGREES TO DESIST

According to an announcement by the Federal Trade Commission, a cigar and cigarette distributor has entered into an agreement with the Federal Trade Commission whereby the distributor agrees to discontinue misrepresentations in their advertisements relating to their cigars and cigarettes.

The name of the company was not disclosed, which is in line with the policy of the commission recently adopted.

The commission states:

"De-Nicotinized Cigarettes" were advertised by a corporation engaged in the sale and distribution of cigars and cigarettes. Tests disclosed that the nicotine content of these cigarettes was not substantially less than the nicotine content in the popular nationally advertised brands for which no claim as to de-nicotinization is made by the manufacturers.

Other claims made by the company were:

"All the incomparable flavor is retained with a minimum amount of nicotine, due to the de-nicotinizing."

"Mildest of the mild. All that joyous aroma but less nicotine."

SCRANTON TOBACCO MAN SHOT

James J. Scott, president of the Clark & Scott Tobacco Company, of Scranton, Pa., was shot by his brother during a heated argument over business affairs last week.

Mr. Scott was immediately removed to the Mercy Hospital in that city where it was found the bullet had entered his head just under the right eye. Physicians were unable to predict the outcome of the wound, although he seemed in no immediate danger at the time.

AN INTERESTING CELLOPHANE EXHIBIT

AN extensive display of cigars wrapped in moistureproof Cellophane, including the products of twenty-three concerns, was the center of attraction at the du Pont Products Exhibit on the Boardwalk at Atlantic City this week. This is the first time such a display has been made at the resort and the unusual appearance and characteristics of the moistureproof Cellophane wrap brought into the Exhibit a great number of interested people. The goods were displayed in boxes, which contained cigars wrapped in one, two, three, four and five units. It was explained to visitors that the unusual qualities of this wrapping material made it possible for cigars wrapped in this material to be kept fresh for from four to six months without humidors. Another highly interesting fact explained was that the cigars wrapped in this material could be jumped on without being harmed. The interest in the display was heightened by the effective backgrounds employed. These consisted of lacquered fabrics in modernistic patterns and a great wealth of colorful fabrics disposed so as to contrast and draw attention to the cigars.

The products exhibited were those from concerns in many states including the American Exchange Cigar Co., D. Emil Klein Co., A. Gutierrez, E. P. Cordero & Co., Harry Blum, E. Popper & Co., Gene-Vall Cigar Co., Inc., of New York City; Julius Fernback & Co., Wengler & Mandell, Nathan Elson, Inc., Garcia Perfecto & Bros., of Chicago; Joseph Knecht, Cincinnati, Ohio; Hav-A-Tampa Cigar Co., Tampa, Florida; Frank P. Lewis Cigar Co., Peoria, Ill.; J. Kerns Cigar Co., Milwaukee, Wisc.; W. H. Meyers & Co., Red Lion, Pa.; Joseph Weinreich, Dayton, Ohio; H. Fendrick, Inc., Evansville, Ind.; H. Traiser & Co., Inc., Boston, Mass.; Lee Roy Myers Co., Savannah, Ga.; M. Marsh & Sons, Wheeling, W. Va.; Cochran Bros., McConnellsville, Ohio, and Yokum Brothers, Reading, Pa.

LIGGETT MANAGER DIES

J. W. Kasal, president of the National Cigar Stands Company, and head of the cigar and tobacco department of the Liggett Drug Stores Company, died suddenly in Detroit last week.

Mr. Kasal had been identified with the Liggett stores for more than ten years and had been instrumental in increasing the sales of cigars in their stands to a considerable extent.

He had a reputation as a remarkable selector of marketable brands of cigars.

He is survived by his widow and two children. Services were held in Detroit on Saturday, May 11th.

MENGEL COMPANY EARNINGS INCREASE

The Mengel Company reports earnings for the first quarter of 1929 as $454,414, after expenses, interest and depreciation, but before Federal taxes. This compares with net earnings of $348,637 in the first quarter of 1928. April sales were $2,050,000, as compared with $1,463,000 in April of last year.

SCHULTE-UNITED EARNINGS

Gross sales of the Schulte United Five Cent to a Dollar Stores for the month of April, 1929, were $982,701, and for the four months ending April 30, they totaled $3,315,719.

SIMONS MADE GENERAL SALES DIRECTOR OF UNITED CIGAR STORES

SAM SIMONS, who started his United career back of the counter of the United Cigar Store Company's eleventh store, in Boston, 26 years ago, has been made General Sales Director of the Company.

"From now on," said Mr. Simons, "our zone sales activities will be directed from the New York Office. We will be in constant touch with every one of our 3300 stores and agencies. Every activity in every one of those stores will be under immediate and uniform control, rather than under exclusive control of local zone managers. In short, the entire organization will be unified—as though, by the pressure of a button we could make things happen in every store, simultaneously."

Those who know Sam Simons—those who are familiar with his story are quite willing to concede him the ability to direct this new and great undertaking.

Mr. Simons' interpretation of his job—plus his application soon brought promotion. He was made store manager. Served his company so well that when a man was needed to take charge of New Jersey business—the executive finger pointed out young Simons.

From then on his rise was rapid. One important promotion followed another. The Davis & Klein Company was formed to develop the sundry business in the United Stores and Simons was made vice-president. He did that job so well that he was drawn back into the United organization to give his entire time to the growing sundry department and to unify it with United methods and ideals.

Simons is first of all a merchandising man—a keen student of human nature—and he has a well balanced sense of values. These qualities often brought him into the executive counsels—and face to face with opportunity.

He was sent to Boston to take charge of the New England territory. Later when a master merchandising mind was needed for the South—Simons was selected.

When the United Cigar Stores adopted the zone sales system, the territory then covered by United was marked into three zones and each of three sales executives was given freedom of choice. Simons selected the Washington, Baltimore and Philadelphia zone.

But he never assumed charge of that zone. He saw opportunity with a big "O" over in New York's lower East side, the home of cut prices, the spawning ground of price wars that often grew to nation-wide proportions.

United then had 100 stores on the lower East side. It was the company's smallest territory—and every one of the stores it contained were deep in the "red." To willingly seek the management of such a problem was considered little short of foolhardy.

But Simons did seek it, and applied the same rules of sound merchandising he had learned in Boston many years before—with the result that in a period of time that must have seemed surprising to his superiors, he brought his district back within profit range.

In commenting upon Mr. Simons' rise, Mr. A. C. Allen, Executive Vice President, said, "It is in line with a policy established by President Whelan many years ago. The rewards go where they are deserved. Mr. Whelan believes in helping men who have demonstrated their ability to help themselves.

"Because of that now well-known policy, Mr. Whelan is looked upon as a great builder of men. He is, and he insists that every company executive and department head develop that faculty. There must be a contender for every berth in the company—a man trained and ready to step into any emergency. Simons is such a man—and he owes his success, mainly to his own effort, plus the opportunity that President Whelan has guaranteed to every man in the United organization."

In addition to the General Sales Directorship, Mr. Simons is a Vice President of the United Cigar Stores Company, one of its directors and a member of the executive committee.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

ENGLISH TOBACCO BRANDS

According to the "Economist," April 13th issue, as many as 20,000 brands of tobacco products were sold in Great Britain in 1901, and the total is not less today. The preference of the British consumer for his favorite brand constitutes a tower of strength for the companies manufacturing the old established brands.

The tobacco industry is probably the most prosperous industry in the whole of Great Britain today, the statement adds, and economic depression and increased taxation are apparently powerless to arrest its progress. The attraction of tobacco company securities for the investor, in fact, has been bound up with the small extent to which increased prices have checked the growth of consumption.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

AVRO:—45,472. For all tobacco products. April 27, 1929. George Schlegel, Inc., New York, N. Y.

WINGREY:—45,473. For all tobacco products. April 27, 1929. George Schlegel, Inc., New York, N. Y.

TERRACE ARMS:—45,474. For all tobacco products. April 27, 1929. George Schlegel, Inc., New York, N. Y.

MARADOS:—45,475. For all tobacco products. April 27, 1929. George Schlegel, Inc., New York, N. Y.

PAONS:—45,475. For cigarettes and tobacco products. April 27, 1929. Batt Brothers, New York, N. Y.

COMMERCIAL CREDIT:—45,464. For cigars. April 23, 1929. Fehsenfeld Cigar Co., Baltimore, Md.

LA PAP-BEN:—45,465. For cigars. April 23, 1929. Lady Agnes Cigar Co., Brooklyn, N. Y.

PELDALE:—45,467. For all tobacco products. April 26, 1929. Geo. Schlegel, Inc., New York, N. Y.

YORKVIEW:—45,468. For all tobacco products. April 26, 1929. Geo. Schlegel, Inc., New York, N. Y.

FLAMING YOUTH:—45,469. For cigars. April 27, 1929. The American Label Co., New York, N. Y.

CLIVEDEN CLUB:—45,470. For all tobacco products. April 27, 1929. Bobrow Bros., Inc., Philadelphia, Pa.

CLIVEDEN LEAGUE:—45,471. For all tobacco products. April 27, 1929. Bobrow Bros., Inc., Philadelphia, Pa.

TRANSFERS

LADY MACBETH:—16,179 (Tobacco Leaf). For cigars. Registered January 5, 1899, by American Litho. Co., Chicago, Ill. Transferred to Leopold Powell & Co., New York, N. Y., and re-transferred to Clyde F. Marion, Lynbrook, Long Island, New York, April 23, 1929.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks, and that same will be registered unless we shall be advised of the existence of any valid rights thereto by written notice setting forth specifically the basis of such claims on or before the registration date set opposite the trade-mark.

SHERBROOKE.....May 15, 1929.

METHODISTS DENOUNCE CIGARETTE ADS

The Methodist Board of Temperance, Prohibition and Public Morals last Sunday, in Washington, indignantly offended at methods employed to advertise cigarettes, in addition to asserting its distaste for tobacco in general, urged that the radio be barred to such advertising and that billboard posters be restricted to "matter which does not offend the public taste."

Momentarily turning away from prohibition, the board's weekly "clip sheet" charges "an attempt to spread the use of cigarettes to girls and children," adding that this "is arousing nation-wide resentment."

The board then goes on to say:

"It is true that cigarettes are being used by many women in America and the number may increase, but promotion of this undesirable development by advertising is not only to be regretted, but should be resisted."

J. M. LANDFIELD DEAD

Joseph M. Landfield, well known through the cigar industry, passed away at the Montefiore Hospital in New York City last week following an illness of several months' duration.

Mr. Landfield was formerly head of the firm of Landfield Brothers, cigar manufacturers, of Chicago, and when that firm discontinued business he became a traveling salesman.

He is survived by his widow and a daughter, three brothers and two sisters.

Funeral services were held at the Funeral Chapel 200 West Ninety-first Street, New York City, on Sunday morning, May 12th.

YORK TOBACCO BUSINESS SOLD

The Ziegler Candy Company, of York, Pa., recently announced that they had purchased the wholesale tobacco and confectionery business of S. L. Etter & Son, of the same city. The Ziegler Company, which formerly handled only confectionery, will now add tobacco, cigars and cigarettes to their stock, and Mr. Etter, who has conducted the wholesale tobacco business for the past fourteen years, will now devote his entire time to his retail store.

Charles Spielman, who represented the Etter firm in the southern Pennsylvania territory, will continue to represent the Ziegler Company in the same capacity.

LOPEZ JOINS KLEINER COMPANY

Victor Lopez, well known cigar salesman, formerly connected with the Preferred Havana Tobacco Company, has joined the sales force of E. Kleiner & Company, of 511 Fifth Avenue, New York City. The territory he will cover has not yet been assigned.

NEW R. J. REYNOLDS BUILDING

(Continued from Page 4)

counting rooms. On one of the floors of the building a cafeteria is provided for use of the Company employees.

Following the modern trend, the street sides of the first floor have been designed to house stores and shops. At the east end of the building on the first floor a public arcade has been included, easily reached from two streets, while in the basement are located a restaurant and a barber shop.

The Company is using about one-half of the floors of the building, and is renting for commercial purposes remaining floors. Already about 85 per cent. of the tenantable space in the building has been occupied and rented.

What the structure means to the tobacco industry in general cannot be estimated in dollars and cents. It stands as a symbol of stability, an impressive monument indicative of the industry's progress.

The continued expansion of the Reynolds Company's business is a matter of general knowledge and was recently confirmed in an interview given by Mr. Bowman Gray, president of the Company, who, on his return from a trip abroad, stated that "Camel" Cigarettes and "Prince Albert" Tobacco, along with many other important brands of the Company, showed nice gains in sales for the first quarter of 1929 over the first quarter of 1928.

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VOLUME 49 No. 11

THE TOBACCO WORLD

The Porto Rican Tobacco Crop Is of Extra High Quality

For the last few months, the Island has been favored by the finest tobacco growing weather in its history. The long succession of clear, sunlit days, with an occasional mild rainstorm to supply the needed moisture, has produced the finest quality crop the Island has ever grown.

Porto Rican tobacco is grown under the supervision of the Departments of Agriculture of both Porto Rico and the United States. The latest and most up-to-date methods of seed selection, cultivation and harvesting are employed. All its natural high qualities have been fully developed, until today a large portion of the Island's population is employed in growing and exporting this wonderful leaf.

THE CROP MAY BE SHORT

The growers have spared no effort to repair the damage caused by the hurricane of last September, yet the crop may be short. Estimate your needs and place your orders at once.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

There is nothing new about the BLINDFOLD TEST

When you pack cigars so that picking one out is like pulling straws, you might as well blindfold the customer, for all he knows about what he is getting. That may be all right if the cigars are the sort better not seen until smoked.

But men don't go in a cigar store to play "button, button, who's got the button." That is why

The best cigars
are packed in
WOODEN BOXES

And careful smokers know it. It is good business to pack your cigars in wooden boxes.

"When a blanket wet
Is solidly set
O'er hopes prematurely grown;
When ambition is tame,
And energy lame,
And the bloom from the fruit is blown;
When to dance and to dine,
With women and wine,
Past poverty pleasures are—
A man's not bereft
Of all peace, if there's left
The joy of a good cigar."

—Norris Bull

Volume 49 **THE TOBACCO WORLD** Number 11

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year PHILADELPHIA, JUNE 1, 1929 Foreign $3.50

CIGAR CHAINS CUT PRICES AND DROP COUPONS

IN accordance with the prediction made by Mr. Schulte at the recent stockholders meeting, that unless some adjustment was made in the retail price of cigarettes by competitors within sixty days, that he could promise a drastic price cut throughout the entire country, prices in the Schulte Cigar Stores were cut on Friday, May 24th, to thirteen cents a package for the popular brands of cigarettes and two packages for a quarter. Prior to that time the price was fifteen cents for one package or two packages for a quarter.

Prices of standard brands of cigars were also cut as follows: five-cent cigars, now six for a quarter; ten-cent cigars, now three for a quarter; two for a quarter cigars, now two for twenty-one cents, or five for fifty cents; fifteen cent cigars, now two for a quarter, or five for sixty cents; and three for fifty-cents cigars, now fifteen cents each, or seven for one dollar. Little cigars were also cut in proportion.

The United Cigar Stores also cut their prices to agree with the Schulte Cigar Store prices, and both chains have discontinued the giving of coupons. However, all coupons already issued will be reedemed at the premium agencies of the two companies up to the first of the new year.

In an interview given to the press early last week, Mr. Schulte said that if the retailers had been willing to bring the cigarette prices back to 15 cents a pack his company would not have discontinued the coupons, but since the coupons had been eliminated the managers of the chain felt that they should in some way "return the money thus saved to the public," hence the cut in prices.

The Schulte Company also intimated that if necessary to meet competition, the price of cigarettes would be further cut, if necessary, to 11 cents a package. It is estimated that by discontinuing the coupons the Schulte Stores will save approximately $700,000 a year, and the United Cigar Stores well over $1,000,000.

The United Cigar Stores Company stated that the reduction in prices was not a price war at all, but simply a change in policy which enables them to save money on premiums and spend it on reducing prices.

The Independent Retail Tobacconists Association, held a meeting in the Hotel Pennsylvania, New York City, last week to discuss the cut in prices, and President Ben Gorlitzer issued the following statement:

"The result will be only to eliminate the small cigar dealers who are entirely dependent upon their

(*Continued on Page 17*)

SUMATRA TARIFF RAISED 40c PER POUND

WORD has been received from the Tobacco Merchants Association in reference to an increase of forty cents a pound in the duty on Sumatra tobacco imported into this country, as follows:

"It is with profound regret that we have to report that at the final executive meeting of the Ways and Means Committee held today, the committee has at last yielded to the pressure of the high tariff advocates, by adopting an amendment raising the tariff on cigar wrappers forty cents per pound.

"This information came to us by wire as a most shocking surprise, for in view of the Ways and Means Committee's report on the cigar business and the wrapper tariff question, coupled with the fact that last week, after a reconsideration of the matter, they again decided to leave the old rates unchanged, it seemed hardly believable that any change would be made at this time, on the eve of taking the final vote on the bill.

"That this increase would spell disaster to the nickel cigar business need hardly be emphasized.

"But this is only half of the battle, for we still have an opportunity to secure relief from the Senate, and needless to say, most vigorous activities will be immediately inaugurated throughout the country to secure such relief from the Senate."

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

Last week a delegation of Florida tobacco growers, headed by former Governor Carey Hardee, appeared before the House Ways and Means Committee at Washington and asked for an increase in the duty on Sumatra wrapper tobacco.

Connecticut Congressmen have also been exerting considerable pressure on the committee to secure an increase in the duty.

LINCOLN & ULMER HEAD DIES

Melchior Ulmer, head of Lincoln & Ulmer, manufacturers of denicotinized cigars and tobacco, died suddenly on May 22nd at his home on Riverside Drive, New York City. Mr. Ulmer was sixty-nine years old and had been engaged in the cigar manufacturing industry for more than thirty years.

Funeral services were held on May 24th from Saul A. Rothschild's Central Funeral Chapel.

He is survived by his widow, two sons, one brother and one sister. His two sons were associated with him in the firm of Lincoln & Ulmer, manufacturers of "O-Nic-O" brand of tobacco products.

NEXT "OLD GOLD" PROGRAM FROM DENVER

THE home folks will have an opportunity to see one of their favorite sons, now famous, when Paul Whiteman and his orchestra arrive at Denver on the "Old Gold"—Paul Whiteman Special for the "Old Gold"—Paul Whiteman Hour weekly broadcast on June 4th. The Jazz King and his men will be heard from 9 to 10 P. M. Eastern Daylight Time on that day as guest artists of station KLZ. The program will be broadcast over the nation-wide Columbia System.

The arrival of the special on June 3d will give Paul Whiteman time to inspect his extensive ranch not far from the city where his prize-winning cattle and dogs are bred.

A reunion of old friends suggests such songs as "Down by the Old Mill Stream," "In the Shade of the Old Apple Tree" and "Sweet Adeline." All three of these are on the program along with an up-to-date selection of dance music.

Mr. Whiteman and his famous orchestra began his transcontinental tour last week and made his first stop in Philadelphia on Friday, May 24th, where he gave a concert in the Metropolitan Opera House here, before an audience of three thousand people. The concert was also broadcast from the stage over station WCAU, of the Columbia Broadcasting System to many more thousands of listeners-in.

On May 28th the "Old Gold" program was broadcast by this orchestra from station WBBM in Chicago.

ROOSEVELT MAY BE P. R. GOVERNOR

It is rumored that Colonel Theodore Roosevelt has been offered the position of Governor of Porto Rico and that he would be willing to accept such a post.

Colonel Roosevelt, former Assistant Secretary of the Navy, is at present in Indo-China on a hunting expedition, and it is expected that he will go to San Juan as soon as possible after his return from China.

It is reported that inquiry was made of his family some time ago as to whether the Colonel would accept the post and that his relatives immediately communicated with him in China.

BATT BROTHERS HAVE NEW CIGARETTE

Batt Brothers, manufacturers of monogramed and novelty cigarettes in New York City, announce their latest creation in cigarettes that are totally different, will be known as "Tobats," and that this brand will be made of only the finest selected 100 per cent. imported Havana tobacco, unusually mild and aromatic.

These cigarettes have been placed on sale in clubs, gift shops, hotels and drug stores in New York City, and retail at twenty-five cents for twenty cigarettes.

C. G. BONDY ESTATE $625,000

Charles Gross Bondy, twenty-three-year-old son of Richard C. Bondy, senior vice-president and director of the General Cigar Company, who died in Amsterdam, Holland, on March 16th, while attending the tobacco inscriptions there, left an estate of $625,000 and no will.

Mr. Bondy was graduated from Yale University last year and immediately became associated with the General Cigar Company.

His estate will be shared equally by his father and mother.

"RALEIGH" DISTRIBUTION INCREASING

WHEN consideration is given to the fact that the new "Raleigh" cigarette brand has been on the market a little more than five months, its sales at this time can be considered really remarkable.

The Brown & Williamson Tobacco Company, of Louisville, Ky., first placed this brand on sale in the New England States and New York State, and the reception which was given it by smokers has caused the distribution to be rapidl expanded until now it can be purchased in almost all parts of the United States.

The unique package in which this brand is marketed, and the quality of the cigarette has met with an instant demand which has caused the Company to expand its plant, until it now has what is considered one of the finest and most up-to-date factories in the country.

The Company also manufactures "Sir Walter Raleigh" smoking tobacco and "Tube Rose" snuff. The "Raleigh" cigarette retails at twenty for twenty cents and is packed in a flat folding package with ten cigarettes in each side arranged so that one cigarette may be extracted from the package at a time, easily and quickly.

A. M. & F. CO. ANNOUNCES NEW MACHINE

The American Machine and Foundry Company has announced the marketing of a new high speed cigarette packing machine which is capable of packing from 85,000 to 95,000 cigarettes an hour. The new machine combines operations formerly handled by two separate machines, which are those of forming the cup and putting on the foil.

With this new machine the cigarettes are placed in a feed box, from which they go in the hopper. After leaving the hopper they are counted and put into a receptacle in a revolving wheel. From here the cigarettes are foiled, wrapped and sealed in packages of twenty cigarettes each, and the revenue stamp is affixed.

The machine also includes a device which rings a bell and marks the package when a cigarette is found to be defective or when the wrong count is placed in the package.

WIDOW OF FORMER A. T. VICE-PRESIDENT DIES

Mrs. Price Perkins Cobb, widow of John Blackwell Cobb, former vice-president of the American Tobacco Company, died a ther home in Stamford, Conn., on Tuesday, May 14th.

She was married to Mr. Cobb in 1881, and is survived by two daughters. Mr. Cobb died in 1923.

Funeral services were held from her late home in Stamford on Thursday, May 16th.

P. R.-AMERICAN STOCKHOLDERS APPROVE INCREASE IN STOCK

Stockholders of the Porto Rican-American Tobacco Company approved an increase in the authorized amount of capital stock of Class B shares from 150,000 shares to 300,000 shares, at a meeting held last week.

Of the additional shares to be issued, 50,000 shares will be used to acquire control of additional companies.

A Big-Paying Long-Filler Bunch Machine

Improved!

With Three Features That~

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few spins of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The MODEL T UNIVERSAL Long-Filler Bunch Machine

{Blending Type}

For High-Grade Work

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and (with or without) an individual, direct-connected motor-driven Suction Fan. These hold the binder tightly against the rolling apron by suction, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and 1/4 H. P. Motor is

$2000

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Prices F. O. B., Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

YAHN & McDONNELL ACQUIRE KENLEY

YAHN & McDONNELL, cigar distributors, of North Seventh Street, who also operate a chain of cigar stands in the first-class hotels and clubs in Philadelphia and vicinity, announced last week that they had acquired the business of Kenley, Incorporated, distributors of high-grade cigars, who also operate cigar stands in clubs and office buildings in Philadelphia under the name of the M. J. Dalton Company.

Yahn & McDonnell will continue to operate the M. J. Dalton Company stands, and for the present will maintain headquarters of the M. J. Dalton Company at Fifth and Chestnut Streets, where there has been an M. J. Dalton Company store for a number of years.

It is understood that William Kennard and E. J. Kenley of the Kenley Company, will retain a financial interest in the business but will retire from active participation in the management.

The Kenley firm was Philadelphia distributor for the F. Lozana line of high-grade cigars manufactured in Tampa, and distribution of this brand will be retained by Yahn & McDonnell. No change in the personnel of the M. J. Dalton stores is anticipated.

NEWMAN RETURNS FROM WEST

A. Joseph Newman, sales manager of Bayuk Cigars, Incorporated, who has been on a trip to the Pacific Coast visiting distributors of Bayuk products, is expected to return to headquarters at Ninth Street and Columbia Avenue, about June 1st. Reports from Mr. Newman from various points during his trip indicate that Bayuk products have a very gratifying demand and distribution throughout that territory.

HARRY BOSTON HERE FOR DeMUTH

Harry Boston was a recent visitor with a fine line of DeMuth pipes, and featuring the new DeMuth "Milana" with the Hesson Guard and made of virgin briar.

Mr. Boston left after gathering in his usual quota of orders, enroute for the Middle West.

KYNETT NEW BANK DIRECTOR

H. H. Kynett, of the Aitkin-Kynett Advertising Agency, of Philadelphia, has been elected a director of the new Adelphia Bank and Trust Company here.

EISENLOHR GIVES HOSPITAL $125,000

AT a meeting of the session of the Methodist Episcopal Preachers, held on Monday, at Seventeenth and Arch Streets, it was announced that Charles J. Eisenlohr, former president of Otto Eisenlohr & Brothers, Incorporated, had given $125,000 to the Methodist Episcopal Hospital, located at Broad and Wolf Streets.

Mr. Eisenlohr is a trustee of the hospital and one of its most generous supporters. His latest gift will be used to complete new B building of the hospital by the construction of an additional floor.

The gift will provide for a solarium and apparatus for sun treatment, five operating rooms, sterilizing and gauze rooms, staff rooms, a library, dressing and preparing rooms for nurses, rooms for ambulance patients and for the keeping of records.

Mr. Eisenlohr, who is sixty-five years old, is a member of the Union League, the Art Club, the New York Yacht Club and the Merion Cricket Club. He is the sole survivor of the three brothers who in 1911 organized a co-partnership known as Otto Eisenlohr & Brothers, Incorporated, manufacturers of the "Cinco" cigar.

EXTRA FOR CONGRESS CIGAR

Directors of the Congress Cigar Company on Monday declared an extra dividend of 25 cents a share in addition to the regular quarterly dividend of $1.25. Both dividends are payable July 1st to stockholders of record June 14th.

"CAMEL" COPY RECEIVES AWARD

N. W. Ayer and Sons, advertising agency of this city, received first honorable mention for its Reynolds Tobacco Company "Camel" advertising at the eighth annual exhibition held by the Art Directors Club in New York City recently.

JACOBY VISITS PHILADELPHIA

Herbert Jacoby, representative of Corral, Wodiska & Co., Tampa manufacturers of the "Bering" cigar, was a visitor in Philadelphia last week and succeeded in adding many new accounts to his already large number of retailers handling this brand here.

"Non, Non—sweets are not for me—I smoke a Lucky to keep petite."

Irene Bordoni

Irene Bordoni,
Fascinating Star of
Musical Comedy

"Non, non—sweets are not for me—I smoke a Lucky to keep petite. I cannot afford to eat the French pastries that my countrymen know so well how to make. What would my public think if La Bordoni were no longer slim and petite? So, I smoke my favorite Lucky Strike, with its delightful flavor. It rests my tired nerves after the play—it never irritates my throat—and, it always makes me so happy."

IRENE BORDONI

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skilfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Toasting frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "It's good to smoke Luckies."

Note: Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during the year 1928 Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

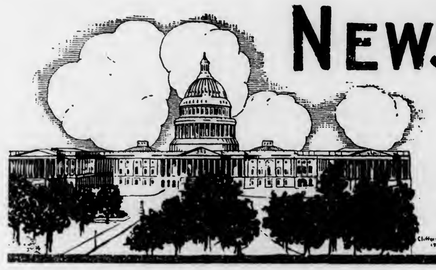
"It's toasted"

No Throat Irritation—No Cough.

Coast to coast radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway, Broadway."

"Reach for a Lucky instead of a sweet."

©1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PASSAGE of the tariff bill by the House of Representatives May 28 was accomplished under a "gag" resolution adopted at the request of the Committee on Rules, which effectually shut off all debate and made impossible the offering of amendments from the floor other than those adopted by the Republican membership of the Ways and Means Committee.

General discussion of the measure was brought to an end immediately upon adoption of the resolution by the House, and the bill was taken up for consideration under the five-minute rule. It was further provided that at three o'clock on May 28 the bill with all amendments which had been adopted by the House as Committee of the Whole was to be voted upon.

While the bill has been jammed through the House without any great debate, it is not likely to get through the Senate, as that body does not follow the House rules for expediting business. The measure now goes to the Senate Finance Committee, where it will probably be made the subject of consideration for a period of two weeks or more, during the course of which it is anticipated that a large number of amendments will be provided. Following consideration by the committee, it will be reported to the Senate, where it will be exhaustively debated, that body having no way to limit such discussion. After adoption by the Senate it will be necessary for the measure to go back to the House for approval of the amendments, which means that it will be necessary for conference committees to be appointed by both sides, since the House does not ordinarily accept Senate amendments offhand. The conference committees will be expected to come to a compromise on the measure which is suitable to both houses, following which it will be given final approval and sent to the President for signature.

An increase of forty cents per pound in the tariff duty on wrapper tobacco, both unstemmed and stemmed, making the rates $2.50 and $3.15 per pound, respectively, was adopted by the House of Representatives shortly before passage of the tariff bill. The increase was made to meet the demands of the Connecticut Valley growers, and over the protests of the filler tobacco farmers.

At the hearings before the House Ways and Means Committee, both sides had ample opportunity to present their views, and in drafting the bill the committee came to the conclusion that the present duties of $2.10 on unstemmed and $2.75 on stemmed were fair to both sides. Pressure was brought to bear by the New England growers, however, with the result that the committee later changed its mind and agreed to make a forty-cent increase.

The bill was jammed through the House under a rule which effectively limited debate, but will not be handled with the same expedition in the Senate. It will go at once to the Senate Finance Committee, which, it is understood, will hold no open hearings but will call before it a few representatives from various industries regarding which further information is desired. It is not likely, however, that the bill will be reported to the Senate before September, as an effort is being made to reach an agreement for a recess from sometime in June until Labor Day.

Chain Stores Not Responding to Questionnaire of F. T. C.

Members of the Federal Trade Commission are expressing dissatisfaction over the failure of wholesale dealers and chain store organizations to return the questionnaire on chain store operations which was sent out some weeks ago.

A total of 12,000 questionnaires were sent out to wholesale dealers, and during April only 1000 letters pertaining to the matter were received by the Commission. This is considered to be a very poor showing and members of the Commission are both dissatisfied and surprised, believing that the wholesalers would have felt that neglect in furnishing the information desired would not react to their benefit.

Only 100 of the 7200 schedules sent to chain stores were returned during the month, a very low percentage, which, however, is believed to be due in part to the fact that this questionnaire is considerably more involved than that sent to the wholesale dealers.

The Commission is making every effort to secure the return of the questionnaires sent out, and is mailing follow-up letters to all organizations which have not yet responded, in an effort to finish this phase of its investigation of the chain store situation.

Report States Automobile Aided Chain Store Development

The rise in standards of living since 1922, changes in methods of living, new inventions and the exercise of merchandising ingenuity by manufacturers and merchants, have combined to cause large scale changes in the character of the demand in the United States, it is declared by the President's committee on recent economic changes, in a voluminous report just issued.

Among these changes, it is stressed, the introduction of new type of merchandise, the broader emphasis

(Continued on Page 16)

P. A.? You bet it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

N. C. L. T. A. CONVENTION MONDAY

THE annual convention of the National Cigar Leaf Tobacco Association will be held on June 3rd and 4th in the convention hall of the Woolworth Building, New York City, and final plans for the convention were made at a meeting of the New York Leaf Tobacco Board of Trade held last Tuesday at the offices of the Stern Mendelsohn Company.

Invitations have been extended to leaf tobacco associations throughout the country and also to individuals to participate in the convention, and it is expected that between 150 and 200 persons will attend the convention.

An enjoyable entertainment program has been planned to be climaxed by the annual banquet to be held in the Music Room of the Biltmore Hotel on Tuesday evening, June 4th.

TOBACCO ASSSOCIATION TO MEET JUNE 27th

The dates of the annual convention of the Tobacco Association of the United States have been set by A. B. Carrington, president of the Association, for June 27th, 28th and 29th, and the convention will be held at Virginia Beach.

The two principal speakers at the convention will be former Governor Angus McLean, of North Carolina, and Dr. D. W. Daniel, of Clemson College. Both will speak on the tobacco situation, on which both are experts. It is also considered possible that the Association will take some action on the present cigarette advertising which is much in the public mind.

Dates will also be set by the convention for the opening of the various leaf markets in the South, and it is reported that the dates will be advanced somewhat over the opening dates of former years.

DAUGHTER OF G. W. HELME LEAVES $2,000,000

According to final accounting of the estate of Mrs. Adeline Helme Strater, daughter of the late George W. Helme, founder of the snuff manufacturing concern which bears his name, her estate was valued at $2,070,283.

The bulk of the estate is divided between her husband, three sons, and six grand-children. Mrs. Strater made very generous gifts to her family and also to charity during her lifetime.

LIGGETT & MYERS INCOME UP

Despite the keen competition which has existed in the tobacco industry, especially in the case of companies manufacturing the popular priced brands of cigarettes, Liggett & Myers last year reported a gain in net income over the previous year, reports the Wall Street News. With the end of the price war in sight, an even better showing is being forecast for 1929. Company is in strong financial condition. At the close of last year, current assets were $128,000,000 against current liabilities of only $11,000,000.

VIRGINIA SHOWS GAIN IN CIGARETTES

The number of cigarettes produced in Richmond, Va., during the first quarter of 1929, as shown by the tax report was 4,640,288,850, as compared with 4,277,200,800 in the first quarter of 1928. The cigarette tax paid amounted to $13,920,866.55 as compared with $13,831,600.24 during the first quarter of 1928.

The cigarette tax constitutes nearly 95 per cent. of the tobacco taxes received from Virginia through the Revenue Bureau.

Raleigh
Cigarettes

SIR WALTER RALEIGH
Smoking Tobacco

TUBE ROSE SNUFF

JUST three of our many quality tobacco products that are becoming increasingly popular with millions of smokers and an army of tobacconists.

BROWN *and* WILLIAMSON TOBACCO CORPORATION
Louisville, Kentucky

LARRANAGA CIGARS AGED IN WOOD

ACCORDING to the Cigar Import Company, 303 Fifth Avenue, New York City, importers and distributors of the well-known "Larranaga" Havana cigar, about a year and a half ago the factory management conceived the idea that Havana cigars properly ripened and seasoned in fine wooden boxes in the same temperature and under the same climatic conditions as when produced in the Havana factory were much better than when smoked immediately after their arrival in this country.

In accordance with this decision a quantity of cigars is always on hand at the Cigar Import Company's humidor sufficient to allow for this ageing in the wood for three months or more under the same climatic conditions as prevail in Cuba, and each box of "Larranagas" which has been so aged, bears the following inscription on the box: "Vintage Cigar, Aged in the Wood."

FORMER CIGAR SALESMAN DIES

A. Joseph Englehart, for more than twenty-five years a well known cigar salesman traveling for several well known cigar manufacturers in this country, died on Saturday, May 18th, in St. Blaslen, Germany, where he had been living for several years.

After several years as a cigar salesman, Mr. Englehart became associated with the Nic Althaus Company, cigar box manufacturers, of New York City, and remained with them until 1923, when he inherited a considerable sum of money from a deceased relative, and retired from active business and took up his home in Germany.

He was in his 78th year, and is survived by his widow, Martha R.

NEW DIRECTORS FOR A. C. COMPANY

AT a meeting held in New York City last week, five new directors were elected to the Board of The American Cigar Company as follows: T. C. Gales, L S. Houston, A. C. Mower, C. F. Neiley and Vincent Riggio.

Messrs. Mower, Neiley and Riggio are vice-presidents of the American Tobacco Company; Mr. Gales is vice-president of M. Valle y Ca., a subsidiary of the American Cigar Company, and Mr. Houston is president of the Cuban Tobacco Company and chairman of the Board of Directors of Henry Clay and Bock & Company, both of which companies are also subsidiaries of the American Cigar Company.

FARMERS TOBACCO COMPANY PAYS 26 PER CENT. DIVIDEND

At a meeting of the directors of the Farmers Tobacco Warehouse Company, held in Paris, Ky., on May 11th, a dividend of 26 per cent. was declared on the $50,000 of stock outstanding.

Following the declaring of the dividend the directors decided to double the present capacity of their loose leaf sales warehouse here by building a duplicate building with a sales floor sufficient to market daily 200,000 pounds of tobacco, the addition giving the company a total floor capacity of 400,000 pounds of tobacco. The directors, it is said, are to sell a small amount of new stock to care for the building, their plan being to dispose of it in small blocks to Bourbon county tobacco growers.

Preceding the meeting of the directors today, a stockholders meeting was held and the old board of directors, composed of N. Ford Brent, Charles C. Clark, Sr., Edward Burke, Matt Lair, Alex. Miller, James McClure, Sr., and Harry B. Clay, were reelected. The new board elected Edward Burke, president; Charles C. Clark, vice president and manager; S. A. Soper, secretary-treasurer.

SUIT OVER OWNERSHIP OF "BOSTON CROOKS"

Pius and John Wolf, of Red Lion, Pa., trading as the Fair and Square Cigar Company, in Stewartstown, Pa., have filed suit in the York County Court naming W. H. Raab and S. G. Raab, trading as W. H. Raab and Sons, of Dallastown, Pa., as defendants. Both firms are manufacturing a five-cent cigar known as "Boston Crooks."

The Wolf firm asks for an order compelling the Raab firm to pay them for profits acquired through the use of "Boston Crooks" as a trade name, and also ask for damages and an injunction restraining the Raabs from further use of the name.

The Wolf Brothers allege that the exclusive right to the name is valued at upwards of $100,000, and in substantiation of their claim their bill in equity cites to the court the history of the manufacture of this brand by the Wolfs, the extent of their sales and the area of their selling. The defendant is required to file an answer within fifteen days.

HARRY BLUM GOING ABROAD

Harry Blum, well-known manufacturer of the "Natural Bloom" cigar, expects to sail for Europe early this month, where he will remain during the summer. Mr. Blum expects to spend some time in Carlsbad where he will take the famous baths.

MAX MAIER DEAD

MAX MAIER, well-known leaf tobacco man, and recently connected with the firm of R. J. Kugelman, Incorporated, importers of Sumatra and Java tobacco, of New York City, died on May 23d in New York.

Mr. Maier was injured in 1927 in a train wreck while traveling in the West, and although he continued to travel for some time after his injuries, he never fully recovered from the accident, and retired from business last fall in an effort to regain his health.

He is survived by his widow, two sons and one daughter.

Funeral services were held on May 24th from the Riverside Memorial Chapel, in New York City, and interment was made in Pine Bluff, Ark.

He was a member of King Solomon Lodge, F. & A. M., and was buried with Masonic Rites.

CLIFF WEIL CIGAR COMPANY IN CASH-AND-CARRY

Cliff Weil Cigar Company, of Richmond, has announced the opening of a "cash and carry department."

Serving more than five thousand independent dealers, this department will give them benefits heretofore confined to chain stores—a purchasing power for tobacco products comparing favorably with the greatest chain store organizations in the world, according to an official of the Cliff Weil Cigar Company.

"While this is a new department and an innovation in the established methods of merchandising tobacco products here, it is not entirely novel for all of our customers," said an official of the company. "Many of our patrons have exercised their privilege of calling and paying for their merchandise at the time of sale, making their own deliveries, and taking advantage of the cash discount."

The new "cash and carry" department will provide this saving, and other substantial economies, which will materially increase the dealer's profit on all of his purchases from the company, it is pointed out.

The Cliff Weil Cigar Company will pass on to the dealer the savings in the costs of selling, credits, delivery, packing, billing and accounting, says a notice to the trade.

Prices in the cash and carry department will, of course, says the announcement, be considerably lower than those in regular departments, where allowance must necessarily be made to cover the above-mentioned articles.

POPPER IN EUROPE

Emil Popper, head of the cigar manufacturing firm of E. Popper and Company, New York City, is spending a vacation period in Europe. The Popper firm manufactures the well known "Tudor Arms" cigar and others.

UNITED DIVIDEND

Directors of the United Cigar Stores Company have declared the regular quarterly dividend of 25 cents a share on the common stock, payable July 1st to stockholders of record June 7th.

CONSOLIDATED CIGAR DIVIDEND

Directors of the Consolidated Cigar Corporation have declared a regular quarterly dividend of $1.75 a share on the preferred stock of the Corporation, payable June 1st to stockholders of record May 23d.

DWIGHT DAVIS GOVERNOR OF PHILIPPINES

PRESIDENT HOOVER announced last week that Dwight F. Davis, former Secretary of War under President Coolidge, has accepted the offer of the Governor Generalship of the Philippine Islands, and that the appointment would be made immediately.

It is expected that the appointment will be confirmed at once by the Senate so that Mr. Davis can proceed to the Islands in time to be present at the opening of the Philippine Legislature early in June.

Mr. Davis had considerable contact with the Philippine affairs during his term as Secretary of War as the administration of the Islands is under the jurisdiction of the War Department, and this experience makes him particularly fitted for the position of Governor General.

CANADIANS STUDY WISCONSIN POOL

Inspection of organization methods of the Northern Wisconsin Tobacco Pool, the only one of its kind in the United States, and a thorough study of farm management methods as taught at the University of Wisconsin were made last week by seven agricultural officers of the province of Quebec, Canada.

With Elphege Marseille, agronomist inspector at Louisville, Quebec, as spokesman, the visitors expressed faith in co-operative marketing, and told of plans to form a province tobacco pool which would have nearly eight hundred members and control 8,000,000 pounds of tobacco. The Wisconsin pool, according to Chester Murvin, editor of the *Tobacco Bulletin,* controls an average of 20,000,000 pounds yearly.

The Canadians explained there is only a small pool established in Quebec, that of South Quebec, where 1,000,000 pounds of tobacco is controlled, and plans are being made to build the new one in areas of greater production.

Besides conferences with tobacco pool officials and experts, the party also studied co-operative marketing and farming methods. The group was interested in running of farm contests, a thing started in Quebec eight years ago.

The Canadian group is making a two-weeks' trip through the agricultural mid-west and east.

Besides Mr. Marseille, other members of the party were: J. Bte. Cloutier, provincial inspector of co-operatives, Quebec City; R. D. Cartier, provincial inspector of tobacco, L'Assumption; Louis Sylvestre, agronomist, St. Jacquez; Louis George Landry, agronomist, L'Assumption, and U. Phaneuf, agronomist, Barshierville.

CHICAGO JOBBERS SUMMONED TO WASHINGTON

The Department of Justice in Washington recently summoned a committee of the Chicago Jobbers' Association to Washington for a conference with officials regarding information which they had received alleging that the Tobacco Salesmen's Union through certain of their officials was trying to bring about an advance in the cost of cigarettes and tobacco to the retail trade through a demand for increased compensation to the jobber's salesmen.

RECEIVER FOR BENITO ROVIRA

George Kornblatt has been appointed ancillary receiver for the Benito Rovira Company, of Norristown, Pa., with bond of $5000.

MURIEL
CIGARS
ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

MORE EMPLOYMENT THAN IN LAST TWO YEARS

ACCORDING to statistics given out by Roger W. Babson, purchasing power depends absolutely on employment conditions, and latest figures show the employment index is higer now than at any time since the spring of 1927. Factory employment shows a 5 per cent. gain over the same period a year ago, while total money paid in wages is 9 per cent. ahead.

Inasmuch as those industries which are adding most men to their payrolls are the most prosperous, it is interesting to analyze the latest employment statistics. Out of fifty-four separate manufacturing industries, thirty-one, or 57 per cent., have more employees on their payrolls than they had last year.

Included among the only industries showing marked declines in employment compared with last year, is the smoking tobacco industry.

THE TOBACCO TRADE AND PRODUCTION OF GREECE IN 1928

The total exports of leaf tobacco from Greece during 1928 declined by 7 per cent. compared with 1927, and amounted to 107,811,552 pounds, valued at 3,211,897,148 drachmas, according to an interpretation of official data by the Tobacco Section of the Department of Commerce. Germany is the principal buyer of Grecian tobacco, followed by Italy and the United States, the three countries taking about 80 per cent. of the total exports.

Greece also has a fairly important export trade in cigarettes, exports in 1928 amounting to 154,118 pounds, worth 10,363,745 drachmas. Italy, Egypt and France are the principal markets for Grecian cigarettes.

The Federation of Tobacco Merchants of Greece have estimated the total crop for 1928 to be 135,456,000 pounds, compared with 139,367,000 pounds produced in 1927, a decline of 8 per cent., occasioned by severe drought prevailing throughout the year. But the decrease in production, according to Le Messager d'Athenes, April 23, 1929, has been largely compensated for by the rise in prices which increased from 25 to 30 per cent. compared with the year previous. Losses, therefore, were not great.

From the commercial point of view, the tobacco situation during the past year was about normal, owing to the facts that the stocks in dealers' hands at the beginning of 1927 were small (amounting to somewhat less than 14,000,000 pounds), and that no large stocks accumulated from the small crop of 1928. In Thessaly, especially, where production was particularly light, there appears to be a scarcity of tobacco. Most of the stock on hand at the beginning of 1927 was Thessalian tobacco.

The buying of tobacco began very briskly about September 1, contains Le Messager d'Athenes, and by January, 1929, most of the crop had been sold. The remaining tobacco was chiefly of the Basma type from Macedonia and Thrace, but it was foreseen that this tobacco also would soon be sold.

During the last two months of 1928, a perceptible falling off in the foreign demand for Greek tobacco appeared, a situation brought about partly by high prices. Moreover, there are, especially in the United States, large stocks of previous crops remaining unsold in the warehouses.

The export trade in leaf tobacco during the year was characterized by increase of exports to Germany and a sharp decline in the exports to Italy and the United States.

WANT REFERENDUM ON MICHIGAN TAX

FOLLOWING the passage of the cigarette tax bill by the Michigan Legislature, State Senator Peter B. Lennon, its sponsor, threatened to recall it from the Governor's desk in order to prevent impending action to attach a referendum to it.

After passage of the bill by the House, tobacco dealers announced they would seek to obtain petitions by which the question could be taken over the heads of the legislature and voted upon at the November Election. This action can be taken on all measures except appropriation bills, which Senator Lennon now proposes to make of his measure.

Absence of the Governor, however, may prevent this action. As passed by both houses the cigarette tax was designed to raise funds for the Turner poor school district bill, and it will not be recalled unless there is agreement by the govern to affix his signature to the relief measure and take the $2,000,000 appropriation, which it carries, out of the general fund.

The cigarette interests would need approximately sixty-eight thousand names on their petitions to delay levying of the tax, pending a referendum vote.

PRODUCTION OF LICORICE ROOT IN IRAQ

Licorice root is not cultivated in Iraq, but grows wild along the banks of the rivers, states American Consul John Randolph in a report released by the Tobacco Section of the Department of Commerce. It is an agricultural crop, however, because it is dug and exported, largely to America. No licorice root is consumed locally. Exports during the calendar year 1927 amounted to 15,692,398 pounds, valued at 700,403 rupees, or about $254,665 in United States currency.

DR. WILDER COULD NOT APPRECIATE TOBACCO

An examination of the brain of the late Dr. Burt M. Wilder, professor of Cornell, and an ardent enemy of tobacco, disclosed the fact that there was an atrophy of the olfactory center, which is devoted to the sense of smell, and explains his long standing and vehement abhorrence of tobacco smoke in any form. The atrophy was of such advanced degree that Dr. Papez infers that it was of long standing and explains Dr. Wilder's lack of appreciation of tobacco.

CIGAR RETAILER RETIRES

Ben Steele, of Jeanette, Pa., who has conducted a cigar store in that town for more than fifty years, has sold his business to Charles W. Brown, who has been associated with Mr. Steele in conducting the business for more than twenty years.

Mr. Steele will retire from business activity and expects to take things easy for the remainder of his life, having accumulated a sufficient sum to enable him to achieve that purpose.

DANVILLE SEEKS TO LESSEN UNEMPLOYMENT

In an effort to lessen the unemployment situation in Danville, Virginia, the Chamber of Commerce of that city has written to directing officials of all the large tobacco companies asking them if it would be possible to undertake some form of work in Danville during the "dull season."

APRIL PRODUCTION FIGURES SHOW SUBSTANTIAL INCREASE IN CIGARS

THE FOLLOWING comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1929, and are issued by the bureau. (Figures for April, 1929, are subject to revision until published in the annual report):

Products		*April, 1928*	*April, 1929*
Cigars (large):			
Class A	No.	238,911,395	301,510,715
Class B	No.	41,683,500	49,047,433
Class C	No.	167,028,646	187,575,458
Class D	No.	10,107,778	11,380,999
Class E	No.	1,290,246	1,397,656
Total		459,021,565	550,912,261
Cigars (small)	No.	36,863,307	42,547,507
Cigarettes (large)	No.	749,804	683,099
Cigarettes (small)	No.	7,511,407,590	9,608,220,880
Snuff, manufactured	lbs.	3,231,059	3,179,250
Tobacco, manufactured	lbs.	27,371,091	28,771,222

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from porto Rico for the month

Products		*April, 1928*	*April, 1929*
Cigars (large):			
Class A	No.	6,402,525	10,944,950
Class B	No.	122,350	363,400
Class C	No.	529,250	1,337,900
Class D	No.	1,500	2,500
Class E	No.	.....	7,500
Total		7,055,625	12,656,250
Cigars (small)	No.	500,000	990,400
Cigarettes (large)	No.	475,000	401,000
Cigarettes (small)	No.	31,520	80,000

Tax-paid products from the Philippine Islands for the month of April:

Products		*April, 1928*	*April, 1929*
Cigars (large):			
Class A	No.	11,312,820	10,514,060
Class B	No.	270,020	237,747
Class C	No.	140,552	167,630
Class D	No.	400	.....
Class E	No.	20	1,281
Total		11,723,812	10,920,718
Cigarettes (small)	No.	268,730	797,023
Tobacco, manufactured	lbs.	2	87

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the April Statement of Internal Revenue Collections

Objects of taxation	*First ten months Fiscal year 1928*	*1929*
Tobacco manufactures:		
Cigars	$19,205,122.96	$19,005,082.88
Cigarettes	246,067,705.81	275,993,052.50
Snuff	6,272,017.42	5,953,489.01
Tobacco, chewing and smoking	51,931,610.14	50,503,740.19

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's the most unselfish advertising idea (in newspapers everywhere) ever developed for the Cigar Industry—selling MORE cigars for every brand and MOST for the best advertised and largest selling high grade cigar in America—

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

News from Congress

(Continued from page 8)

on fashion, and the increased rapidity of style changes have been especially noteworthy.

The result of these changes has been to yield prosperity for some industries and to necessitate retrenchment and reorganization for others. A premium thus has been placed on constructive merchandising ability, and more attention, the report comments, has come to be given, therefore, to specialized merchandising management. By no means, however, have all the problems growing out of these changes in demand yet been solved.

"The automobile," the report states, "has been one of the most pervasive influences affecting marketing as well as production during recent years. In addition to its direct influence on demand, its use as a transportation agency, supplemented by the construction of good roads, it has facilitated changes and demands in many communities and has led to the widening of retail trading areas. These changes also have enhanced the prosperity of some groups of manufacturers and merchants and have created conditions which have necessitated, or will necessitate in the near future, readjustments in operating methods of many other manufacturers and merchants."

The data presented by the committee on hand-to-mouth buying shows that there was less advance ordering in the majority of instances in 1927 than in 1922. The average size of orders has also commonly declined during this period, the degree of change being much greater in some industries than in others, and several industries manifesting no tendency toward hand-to-mouth buying. One effect of these changes was to enable the volume of business transacted in 1927 to be handled with more than a billion dollars less capital and credit than would have been required if the 1922 inventory ratios had prevailed. The effect which this development has had in holding down prices and interest rates has been far from negligible.

"With the increase in the number of styles and in the variety of products offered for sale," it is pointed out, "merchants were forced to buy individual items in smaller quantities in order to keep their aggregate inventories from increasing. By buying from hand-to-mouth, they also could lessen their risk of loss from declining prices and from style depreciations. The existence of surplus-producing capacity in numerous industries enabled the buyers to secure prompt deliveries on small orders, and the action of railroads in accelerating traffic movement worked to the same end."

The report notes a decided tendency for retail trade to concentrate in a smaller number of trading centers, as a result of the development of the automobile and good road systems, which, it is pointed out, has afforded an opportunity for chain store development. A chain store company which could not profitably extend its operations to country villages, it is commented, may be able to reach a large part of the rural population by having stores located in a relatively small number of trading centers. The greatest development in this direction probably still remains to be experienced. The influences which have tended to cause this shift in trading areas have been working also against the sale of merchandise by mail and may be taken as the reason for the recent move by two prominent mail order houses to open chains of retail stores.

UNIFORM PRODUCTS COMPANY MOVES PLANT

THE Wilmington, Delaware, Chamber of Commerce has announced the location of the Uniform Products Company at Yorklyn. The company is moving its plant from Lancaster, Pennsylvania, and will commence operations immediately. The Uniform Products Company manufactures fertiliers, insecticides, fumigants and poultry supplies, and is the successor of the Conestoga By-Products Company and the F. & I. Tobacco Products Company.

The officers are W. V. Pogue, president; Norman Mellon, vice-president; L. A. Bengert, vice-president and treasurer; J. P. McCauley, secretary; B. P. G. McGrann, director; W. H. Vanderbilt, director. These men, with the exception of McGrann and Vanderbilt, all make their residence in New York City, where a main office of the company is maintained at 111 Fifth Avenue.

The Uniform Products Company makes a large number of products, all of which have a tobacco base and are used extensively in the nursery and florist trade, in poultry raising and truck farming.

Output at the Yorklyn plant will at the beginning be about 5,000,000 pounds per year, some of which will be shipped to the Pacific Coast. The product is packed in 100-pound bags for the larger trade and in cartons from 1 to 25 pounds for the retail consumer.

MACANDREWS AND FORBES REPORT

Report of MacAndrews & Forbes Company for quarter ended March 31, 1929, shows net profit of $289,885 after expenses, federal taxes and company's proportion of loss of subsidiaries, equivalent after dividend requirements on six per cent. preferred stock to sixty-seven cents a share on 383,539 no-par shares of common stock. This compares with $268,397, or sixty-three cents a share on 378,500 common shares in first quarter 1929.

Income account of MacAndrews & Forbes Company for quarter ended March 31, 1929, compares as follows:

	1929	*1928*
Net after exp. & fed'l tax	$316,626	$308,980
Proportion subsidiaries loss	26,741	40,583
Net profit	$289,885	$268,397
Preferred dividends	31,500	31,500
Common dividends	249,300	246,025
Surplus	$9,085	*$9,128

* Deficit.

That the hand-to-mouth buying to which so much attention has been devoted within the past few years is not a new development in trade is indicated by the committee in citing from trade paper reports as far back as 1872 and the years immediately following, one paper reporting upon the hand-to-mouth situation as follows: "Indeed this system of buying goods only as they are required is being practiced more generally by all classes of buyers, and although much the safe plan, it seems unsatisfactory to many of our merchants who became accustomed years ago to this rush of a short season during which buyers purchased their supplies for a half year's trade. Now the season is prolonged, and the business is dragged through several months."

PIPE WEEK TO BE JUNE 10-16

KAUFFMAN BROTHERS & BONDY are sponsoring an international pipe week, which is to be observed by jobbers and retailers throughout the United States and Canada during the week of June 10th to 16th, which is also the week when efforts will be put forth to stimulate the sale of all tobacco products for Father's Day, which is June 16th.

Mr. Hirsch, president of Kauffman Brothers & Bondy, states that, "Arrangements are now under way for a most intensive and extensive promotion of pipes both here and abroad for the balance of this year, and particularly during International Pipe Week. We believe that men can be educated to smoke better pipes and we are devoting all the facilities of our international interests to the extensive development of this purpose."

Window strips will be furnished bearing the slogan: "Forget your troubles, LIGHT A PIPE!"

A large ad will be featured in the *Saturday Evening Post* urging everyone to remember dad on Father's Day, June 16th, by buying him a good pipe.

INCREASE IN THE SNUFF TRADE AMAZES EXPERTS

Tobacco experts at the Department of Agriculture are trying to figure out what becomes of the snuff manufactured in this country.

They find it hard to credit their own estimates that 10 per cent of the American people sniff or chew about four pounds of the pungent powder each year.

Since 1880, when a little less than 4,000,000 pounds was manufactured, production of snuff has mounted steadily. For the year ending June 30, the production was 41,451,577 pounds and the department's records show that exports are negligible.

James V. Morrow, tobacco marketing specialist at the department, advances the theory that the Nation is accepting the views of sixteenth century physicians that snuff has a medical value in that it causes the user to sneeze the cobwebs from his brain.

Morrow admits that 10 per cent. seems too large a figure, but would like to know how anyone could consume much more than four pounds in a year without staying awake nights.

Possibly the day is at hand when snuff-taking will assume its former place as one of the fine arts. At least this, says Morrow, sketching the history of the tobacco plant since 1559, the reputed date of its introduction into Europe by a Spanish court physician.

Friar Romano Pane, who accompanied Columbus on his second voyage, noted the Indians use of a "herbe which they reduced to dust." Morrow writes from his delving into old books; and it was in the form of snuff that tobacco was transplanted to the Old World.

"The use of the snuff became so popular that Pope Urban VIII in 1624 issued a bull of excommunication against those who used it during church services because snuffing and sneezing interrupted the religious ceremonies. Use of snuff spread to England, Scotland and Ireland, and in the eighteenth century, snuff-taking became the fashion, the lords and ladies taking it in pinches and the scullions and clerks in handfuls.

Early authors on ettiquette set up 12 separate operations that courtiers were required to observe when taking snuff lest they be labeled ungentlemanly. These include: "Sniff it with precision by both nostrils with-

(Continued on page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

TURNAUER CIGAR COMPANY INCORPORATED

The Turnauer Cigar Manufacturing Company, of Bethlehem, Pa., has been incorporated by F. M. Turnauer, of that city, with capitalization of $10,000.

CIGAR CHAINS CUT PRICE

(Continued from Page 3)

business for a livelihood. There are more than 400,000 of these retail tobacco dealers in the United States who have families, who are taxpayers, who are good citizens, helpful in their communities, who will be driven from their business by what is obviously unfair competition.

"The list price of cigarettes is 12 cents a pack to the small dealers, who are expected to resell the cigarettes at two packages for 25 cents, which gives the dealers a profit of one cent in 25 cents, or 4 per cent. The result is obvious.

"I believe it is high time that the Federal Government take cognizance of this condition and delve into the why and wherefore of the situation in which the chain stores can adopt these methods and still remain in business at so small a percentage, when the small dealers with less of an overhead cannot consistently adopt those tactics.

"I am not in a position to make exact complaint concerning what the deals are between the chain stores, and the manufacturers of these cigarettes, but in my opinion the Federal authorities have the right to go into a fishing expedition regarding what these deals amount to between the big interests."

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRIARGATE:—45,484. For all tobacco products. May 15, 1929. American Litho. Co., inc., New York, N. Y.

SHERBROOKE:—45,485. For cigars, cigarettes and tobacco. March 9, 1929. A. Siegel & Sons, Inc., New York, N. Y.

GREEN FLASH:—45,486. For all tobacco products. May 20, 1929. George Schlegel, Inc., New York, N. Y.

MORJOY:—45,487. For all tobacco products. May 20, 1929. George Schlegel, Inc., New York, N. Y.

TRAVEDO:—45,488. For all tobacco products. May 20, 1929. George Schlegel, Inc., New York, N. Y.

RED BRIDGE:—45,489. For all tobacco products. May 20, 1929. George Schlegel, Inc., New York N. Y.

KLEINER'S FRESH ROLLED PERFECTOS:—45,490. For cigars. May 20, 1929. Masterpiece Cigar Co., Grand Rapids, Mich.

ROTH'S FRESH ROLLED PERFECTOS:—45,491. For cigars. May 20, 1929. Masterpiece Cigar Co., Grand Rapids, Mich.

TRAP AND FIELD CLUB:—45,479. For cigars, cigarettes and tobacco. May 8, 1929. Noah Foster Co., Buffalo, N. Y.

BUFFALO TRAP AND FIELD CLUB:—45,480. For cigars, cigarettes and tobacco. May 8, 1929. Noah Foster Co., Buffalo, N. Y.

YORK'S REQUEST:—45,481. For cigars, cigarettes, chewing and smoking tobacco. May 13, 1929. Wm. F. Woltman, York, Pa.

CENTRAL NATIONAL:—45,483. For all tobacco products. May 9, 1929. D. Emil Klein Co., Inc. New York, N. Y.

TRANSFERS

CLIVEDEN:—20,394 (Trade-Mark Record). Registered February 11, 1899, by George S. Harris & Sons, New York, N. Y. Transferred by American Litho. Co., successors to the original registrants to Bobrow Bros., Inc., Philadelphia, Pa., May 4, 1929.

RINTINTIN:—40,770 (T. M. A.). For all tobacco products. Registered August 23, 1918, by American Litho. Co., New York, N. Y. Transferred to George Schlegel, Inc., and re-transferred to S. M. Downs, Felton, Pa., May 6, 1929.

NEW YORKER:—9118 (U. S. Tobacco Journal). For cigars. Registered January 11, 1888, by T. A. Wadsworth, Detroit, Mich. Transferred by Wadsworth-Campbell Box Co., successors to the original registrant, to George Schlegel, Inc., and re-transferred to Blum de Luxe Cigar Co., Inc., New York, N. Y.

VENDING MACHINES IN TURKEY

The Turkish Tobacco Monopoly has decided to allow cigarette automatic vending machines to be installed in Constantinople, which will deliver packets of a value of twenty, forty and one hundred para. The Turkish Monopoly is arranging with German firms for the installation of these machines.

U. S. LITHO. MANAGER DEAD

Bard Stephens, 48 years old, manager of the United States Printing and Lithographing Company, died suddenly at his home in Cincinnati a short time ago. He is survived by his widow, mother, father and two brothers.

According to a survey in the Philadelphia Federal Reserve District, conditions in the cigar industry show prices unchanged; demand fair, little change; unfilled orders, declined; operations, little change, and stocks smaller than a year ago.

GERMAN CIGARETTE CARTEL

GERMAN cigarette manufacturers devised a plan in 1928 which they hoped would prevent price cutting by the wholesale and retail trade, states American Vice Consul Harry L. Franklin in a report released by the Tobacco Section of the Department of Commerce. The plan introduced dealers' permits which were to be withheld from those who sold below the retail or wholesale prices set by the factory. This arrangement, however, was declared by the Federal Cartel Court to be improper, whereupon a price-cutting campaign on a large scale by the factories themselves was begun and lasted for several months. The result was severe losses to small factories not working on an efficient basis and a reduction in profits to the other factories.

On April 5, 1929, a meeting was held in Berlin and all German cigarette factories were represented. An agreement was reached regarding price and sales terms for the entire industry. For reporting and proceeding against dealers who do not adhere to price stipulations an organization is established called the "Reichsschutz—und Umsatzverrechnungsstelle G. m. b. H." (National Protection and Turnover Accounting Bureau) at Hamburg.

Factory prices are to be increased 2 reichsmarks per 1,000 cigarettes, effective April 8, so that the spread between factory and retail prices will now be between 16 and 20 per cent. The price convention further regulates the rebate or bonus paid on turnover varying from 2 to 4 per cent. on a sliding scale basis, as well as the discount rate for cash payments (3 per cent.) and for payments within 14 days (2 per cent.).

PARK AND TILFORD EARNINGS UP

Report of Park and Tilford, of New York City, for the first quarter of 1929 shows net earnings of $264,835 after all charges except Federal Tax, which is equivalent to $1.30 a share, as compared with $222,375, or $1.11 a share for the same period of 1928.

BAKELITE CORP. WINS DECISION

The Bakelite Corporation has won its case in the Supreme Court of the United States on the question of whether the Court of Customs Appeal has jurisdiction to review the findings and recommendations of the Tariff Commission.

MUST GIVE UP TOBACCO OR LICENSE

Clergymen of the Church of the United Brethren in Christ must stop using tobacco in any form or lose their licenses as clergymen according to a resolution adopted at the quadrennial General Conference of the church held in Lancaster, Pa., last week.

INCREASE IN THE SNUFF TRADE

(Continued from page 17)

out a grimance," and, finally, "sneeze, split and wipe your nose."

Snuff today is made from the best quality dark tobacco in contrast to the refuse and scraps used in former days. High quality scenting and flavoring ingredients are used, and the leaves undergo a complex fermentation process.

In the Senate chamber in the Capital are two dark wood boxes, the official snuff receptacles for the chamber. They are kept filled, although it is not on record that any of the legislators used them.

JUNE 15, 1929

VOLUME 49 No. 12

THE TOBACCO WORLD

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U. S. Department of Agriculture.

The 1929 Crop May be Short

The growers have done all in their power to replant the fields destroyed by the hurricane of last September, yet all the damage could not be repaired. Now, as the crop nears maturity, is the time to place your orders.

Following the hurricane, Porto Rican growers have been favored by a long period of the finest kind of tobacco growing weather. Today the plantations present to the eye a crop that is of exceptionally high quality.

PORTO RICAN TOBACCO

is naturally a mild, fragrant, free-burning leaf, and makes a perfect blend for producing a good mild cigar. Manufacturers, jobbers and dealers who are catering to the present day public demand for just such a cigar cannot afford to run the risk of not placing their orders for Porto Rican tobacco early.

Estimate Your Needs And Cover Your Requirements Now

Do not delay, as the increasing number of orders may soon absorb all the available supply.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

There is nothing new about the BLINDFOLD TEST

When you pack cigars so that picking one out is like pulling straws, you might as well blindfold the customer, for all he knows about what he is getting. That may be all right if the cigars are the sort better not seen until smoked.

But men don't go in a cigar store to play "button, button, who's got the button." That is why

The best cigars
are packed in
WOODEN BOXES

And careful smokers know it. It is good business to pack your cigars in wooden boxes.

"When a blanket wet
Is solidly set
O'er hopes prematurely grown;
When ambition is tame,
And energy lame,
And the bloom from the fruit is blown:
When to dance and to dine,
With women and wine,
Past poverty pleasures are—
A man's not bereft
Of all peace, if there's left
The joy of a good cigar."

—Norris Bull

Volume 49

THE TOBACCO WORLD

Number 12

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JUNE 15, 1929 — Foreign $3.50

EDITORIAL COMMENT

ABOUT an hour before our train pulled into the terminal of a distant city last October, we entered the dining car for breakfast. It was well filled at that moment but only two other passengers remained when we reached our coffee.

Just then one of the men lighted a cigar, and we beckoned the colored steward. "Is it permissible to smoke here, steward," we asked?

"Go right ahead and smoke," he said, "and I'll tell you how it is."

The steward said, "De rules sais, 'No smokin in de diner.' Bout two months ago, a man starts to light a cigar, and I sais, 'Sorry, but no smokin in de diner.' Den two wimmen starts smokin cigarettes, and I sais to them, 'Sorry, but no smokin in de diner.' An dey kept on smokin, and den de man lit up and smoked.

"I kept followin de rules and one mornin de Big Boss bounced into de diner and it was full of smoke. And he sais, 'Steward, come out on de platform, I want to see you.'

"So I went out on de platform, and de Big Boss says, 'Steward, does you know de rules about no smokin in de diner'? And I sais, 'Yes, boss I does. And every time they starts smokin, I sais de rules is no smokin in de diner. But they keep on smokin. And you know, boss, you told me my bizness wuz to please de customers.' And he says, 'Steward, yure right, let 'em smoke if they want to.' So it's all right fur you to smoke your cigar."

Just the other day we drifted into a diner on the Pennsylvania Railroad, and naturally became very much interested in the following notice on the menu:

Smoking in Dining Cars

"Differences in personal taste make the question of smoking in dining cars an unusually difficult one to handle. Experience over a long period of years has proven that the practice is generally annoying to patrons. However, in all our trains, space is especially provided, elsewhere, for those who wish to enjoy the use of tobacco without inconveniencing others. The cooperation of patrons with the management, and with the Steward in charge of this car, is, therefore, requested to the end that any possible cause of objection may be avoided."

In our waking hours we are seldom without a cigar in our mouth, except where by notice, or understanding, smoking is forbidden. Nothing adds so much to the membership of anti-tobacco societies, and to their financial support, as smokers who deliberately insult the privacy of places where smoking is forbidden. The following story is aged and gray, but it illustrates the point.

A man walked into a waiting room prominently posted with "No Smoking" signs. He lighted a cigar and began to puff furiously. An attendant came to him and said, "Didn't you see these signs, 'No Smoking'"? "Yes," he replied, "but they don't say 'Positively'"!

Not many weeks ago, following dinner we walked into the observation-lounge of one of the Pennsylvania's crack trains. We leisurely pulled out a cigar and started to light it. An attendant came over and said very courteously, "I am sorry, sir, but this is the only place in the train where smoking is not permitted." We thanked him and went out on the observation and smoked our cigar. To have done otherwise would have brought not only personal embarrassment, but particularly it would have brought resentment against the use of tobacco.

The fact is that most of the railroads permit smoking in their dining cars. We believe the women, more than the men, have been responsible for this letting down of the bars.

From a standpoint of competition, we think this notice on the dining car menus of the Pennsylvania is ill-advised. On the other hand a dining car is not a large space such as is afforded in a restaurant or hotel dining room. The odor of tobacco in any form is disagreeable to some people. The Eighteenth Amendment is supposed to be an expression of the will of the majority of voters. It seems to us that dining car smoking should come in the same category. Why not take a vote on it?

So far as women are concerned, they are no longer the enthroned goddesses of our dreams of thirty years ago. They have become the competitors of men in business, they demanded, and won, the right to vote, and they smoke, so far as our observation is concerned, with a considerably greater degree of disregard for the rights of others than men. The men's wash room

(Continued on Page 4)

GIANT TOBACCO COMBINE FORMED

LAST Monday United Stores Corporation common stock voting trust certificates without par value; $6 cumulative convertible preferred no par, and Class A with warrants no par value, all when, as and if issued, were admitted to dealings on the New York Produce Exchange in accordance with announced plan offering exchange of stock in letter sent to stockholders of the Tobacco Products Corporation, United Cigar Stores and the Union Tobacco Company.

The charter for the incorporation of the giant tobacco combine, which plans to merge all the tobacco interests now controlled by George J. Whelan and several other well-known and allied businesses, was filed at Dover, Del., on June 8.

The new company is to be known as the United Stores Corporation, which will issue 21,000,000 shares of stock and have assets aggregating $161,573,139 at its inception.

The companies to be included in the merger at the beginning comprise the Tobacco Products Corporation, United Cigar Stores Company of America and Union Tobacco Company, all of which were founded by George J. Whelan and in which he is understood to hold at present a controlling interest.

The merger is to be accomplished through an exchange of the shares of the new corporation for those of the three constituent companies. Through acquisition of United Cigar Stores the United Stores Corporation will acquire control of the Whelan Drug Company, Inc., Neve Drug Stores, Inc., and a very large though minority interest in Pennsylvania Drug Company, Inc.

By taking over both Tobacco Products and United Cigars the new corporation will secure control of Happiness Candy Stores, Inc.

United Cigar Stores now shares with the Schulte Retail Stores Corporation control of the new chain of Schulte Five-Ten-to-a-Dollar Stores, Inc., and United Stores Corporation will, of course, acquire the share in that chain now held by United Cigar Stores.

The new corporation will thus own or control several thousand stores now linked in various chains for the sale of tobacco and its products, candy, drugs and conducting the new soda-fountain business upon which United Cigars has recently embarked.

Rumors which have been current for several days that George J. Whelan would either retire or be eliminated from the control and management of the vast tobacco properties he founded apparently are confirmed by the fact that his name is not included in the list of directors of the United Stores Corporation, from whom will be chosen its principal executives.

The directors are W. A. Black, Ogilvie Flour Mills and director of the Bank of Montreal; Wilbur L. Cummings, of the law firm of Sullivan & Cromwell and director of the Gold Dust Corporation; Sir Herbert Holt, president of the Royal Bank of Canada and director of the Tuckett Tobacco Company; H. R. Hobart Porter, of Sanderson & Porter, president American Water Works and Electric Company; Thomas H. McInnerney, president of National Dairy Products; George M. Moffett, vice-president and director of the Corn Products Refining Company; Frederick K. Morrow, director of Gold Dust Corporation, and George K. Morrow, chairman of Gold Dust and president of Standard Milling Company.

(Continued on Page 16)

BIJUR RE-ELECTED HEAD OF N. C. L. T. A.

AT the annual convention of the National Cigar Leaf Tobacco Association, held in New York City last week, Nathan I. Bijur was re-elected president of the association; W. K. Lukaswitz, of Dayton, Ohio, was re-elected vice-president, and Lee Samuels was elected secretary-treasurer.

In view of the proposed increase in the tariff on Sumatra tobacco a manufacturer's committee was created to aid in the fight against this legislation. The committee was named as follows: Ben Schwartz, Harry Bobrow and Harvey Hirst, of Philadelphia; Emil Klein, Fred Hirschhorn and W. H. Hummell, of New York; Jacob Mazer, of Detroit; Richard Traiser, of Boston, and Thomas A. Horton, of Albany.

The following resolutions were adopted by the convention:

Wrapper Tobacco Duty

RESOLVED, That The National Cigar Leaf Tobacco Association in annual convention assembled hereby declares the proposed increase in the wrapper rate of duty to be unjust, exhorbitant and practically prohibitory and calculated to bring about the ruin of the nickel cigar industry and to work great injury to the 40,000 domestic tobacco growers who produce 150,000,000 pounds of tobacco annually and will be of no value whatever to the small number of prosperous corporations engaged in raising a few million pounds of shade grown wrappers; and be it further

RESOLVED, That this Association appeals to the Finance Committee of the Senate to reject the increase in the wrapper rate adopted by the House of Representatives and to authorize a decrease in the present wrapper tariff of 25 cents per pound in the interest of the nickel cigar producer and consumer, but especially for the benefit of the army of farmers now growing binders and fillers who can not otherwise continue to enjoy the present scale of prices for their products, and be it further

RESOLVED, That copies of these resolutions be transmitted to the Chairman and each individual member of the Senate Finance Committee and to the United States Tariff Commission at Washington.

(Continued on Page 17)

Editorial Comment

(Continued from Page 3

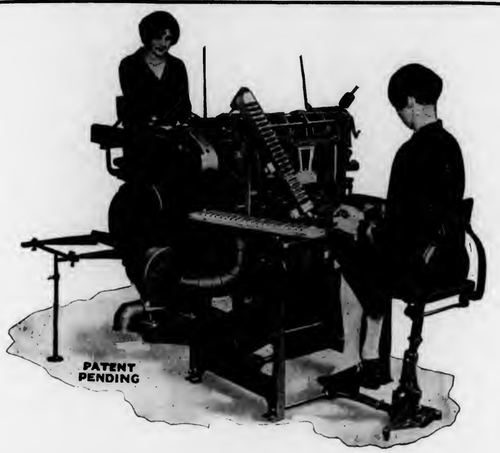
of a pullman train is about the only place they do not brazenly invade, cross their legs, and with a display of the latest in lingerie, light their cigarette.

In our opinion the Pennsylvania Railroad has reached one of the farthest points south in the "no smoking" notice on their dining car menus. While the lighting of a cigar in a diner may be annoying to some, and does very probably delay the departure of the person which means inconvenience to others waiting to find a place at the table, nevertheless we doubt the wisdom of the request.

We have heard considerable criticism of it from men who travel many other roads, and in fact that smoking is so general on the part of both sexes, everywhere, that we think the Pennsylvania Railroad is leaning backward trying to be polite.

"Nothing satisfies like a good cigar," and particularly at the end of a meal with the coffee.

A Big-Paying Long-Filler Bunch Machine



Improved!

With Three Features That~

Assure uniform, high-quality bunches equal to hand work.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The MODEL T UNIVERSAL Long-Filler Bunch Machine

(Blending Type)

For High-Grade Work

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and (with or without) an individual, direct-connected motor-driven Suction Fan. These hold the binder tightly against the rolling apron by suction, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and 1/4 H. P. Motor is

$2000

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Prices F. O. B., Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

SHETZLINE WINS PRIZE IN WAITT & BOND TOURNEY

TOMMY DONOVAN, of Donovan and Bressler, Williamport, Pennsylvania, walked away with the Waitt and Bond Blackstone Golf Cup, as winner of the thirty-six hole, low gross, in the annual Blackstone cigar tournament, held at Shawnee Country Club on June 3d and 4th. His name is being engraved on the cup, below those of the former winners, Charles F. Becker of Detroit, and Louis Schwarz of Newark.

Arthur Hitchings of the Exchange Buffet brought in the low net for thirty-six holes and was presented with a handsome thermos set.

Others prize winners were:

Jerry Donovan of Donovan and Bressler, low gross, eighteen holes, third prize, golf bag.

Lloyd Black of Pittsburgh, low net, eighteen holes, third prize, umbrella.

Clarence Hunter of J. P. Manning Company, Boston, low gross, eighteen holes, fourth prize, Kodak.

H. Shetzline, Yahn and McDonnell, Philadelphia, low net, eighteen holes, fourth prize, desk set.

A special prize of a cocktail set in a leather case, donated by Irving Bromiley, vice-president, General Outdoor Advertising Company, went to Jerry Donovan.

BROWN & WILLIAMSON OFFICES OPENED

The Brown &Williamson Tobacco Corporation, of Louisville, Ky., have recently opened offices here at 1321 Arch Street, to take care of the local demand for their products. Excellent distribution of their products, "Raleigh" cigarettes, "Sir Walter Raleigh" smoking tobacco, and "Tube Rose," snuff tablets has been obtained in this territory in the past few weeks. Reports from various parts of the country indicate that these brands are meeting with a steady increase in demand.

OXMAN ADDS ANOTHER

J. Oxman, who operates the cigar store and luncheonette at Fourth and Chestnut Streets, and also one at Sixth and Walnut Streets, has taken over the stand at Sixth and Chestnut Streets, and will operate this stand also.

"LA PALINA" FAVORITE IN MILWAUKEE

WHEN Father Milwaukee leans back in his chair and reaches for his after-dinner smoke, it is quite usual for him to choose a cigar. There are 161,152 men over eighteen years of age in Greater Milwaukee, 72 per cent of the city's smokers, who use cigars; while 63 per cent. indulge in cigarettes.

"La Palina" is the favorite of Father Milwaukee, but 6.8 per cent. of the time he blows his smoke rings with "Dutch Masters," the second in popularity. He also enjoys "MiLola," "Webster," "Harvester," "Robert Burns" and "White Owl," next in line of preference. And occasionally he puffs on any one of 183 other brands, all sold in the Milwaukee market.

He smokes no less than 72,840,704 cigars in a year, 452 per capita. And 33,003,594 times a year he discards an empty cigarette package, the cigarettes all smoked. That's 234 packages a year for each cigarette smoker.

Although there are twenty-one brands of cigarettes on the Milwaukee market from which he may choose, he is most apt to ask for "Camels." Next in order of popularity are "Lucky Strikes," "Chesterfields" and "Old Golds."

The representative character of the Greater Milwaukee market, with its 750,000 population, makes the 1929 Consumer Analysis, just published by *The Milwaukee Journal*, valuable in placing commodities on other markets as well.

DRIVER COMPANY MAKING CELLOPHANE WRAPS

The John M. Driver Company, of this city, has been furnishing cigar manufacturers with specially designed and very attractive glassine wraps for cigar boxes for some time, and since the cellophane individual wrap for cigars has become popular they are prepared to furnish this class of wrap printed in attractive colors, or black, by a special patented process of their own.

J. Reynolds Brady, 3852 North Park Avenue, is the agent to the cigar industry for the Driver Company, and although he has been confined to his bed on account of illness for some time, he is still taking orders for this class of merchandise and a call on the 'phone at his address will bring samples or sketches, or a salesman to call on you promptly.

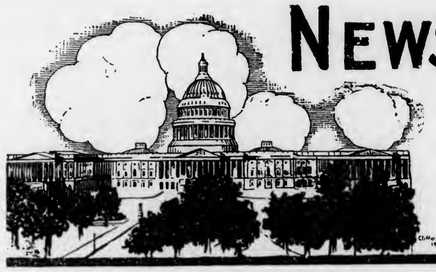
Now it's

UNANIMOUS

"I'd walk a mile for a Camel."

"So would I."

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

INCREASED duties on wrapper tobacco, as provided for in the tariff bill passed by the House of Representatives May 28, threaten seriously to cripple, if not wipe out, the nickel, cigar, which now constitutes some 95 per cent. of the entire cigar business, members of the Senate Finance Committee were told June 14 by Charles Dushkind, general counsel of the Tobacco Merchants Association.

Instead of an increase in duty, there should be a reduction, Mr. Dushkind asserted; for the very preservation of the nickel business and its further development, there should be, instead of an increase, a reduction of 60 cents per pound from the present duty on Sumatra wrapper.

The reduction in the internal revenue tax in 1926, Mr. Dushkind continued, resulted in such improvement in the nickel cigar that its consumption has increased by some 600,000,000. This, he pointed out, has been as material an aid to the tobacco growers as it has been to the cigar manufacturers, and only a few of the growers are interested in increasing the duty, tobacco raisers in Pennsylvania, Ohio, Wisconsin and Connecticut having joined with the manufacturers in seeking a reduction before the House Committee on Ways and Means.

Outlining the situation existing today, the witness asserted "it would seem clear that, while the demand for a reduction of the wrapper tariff may have been open to argument, there certainly was no justification for the rise recommended by a last minute amendment introduced by the Ways and Means Committee, reversing its previous findings and overruling the chairman of its own subcommittee.

"Weighing the interests of the vast cigar industry, with its thousands of manufacturers and tens of thousands of jobbers and retailers, together with the great army of workmen engaged in producing the cigars, and the forty or fifty thousand farmers growing the binders and fillers used therein on the one scale, and the interests of the handful of concerns or corporations engaged in growing shade wrappers on the other scale, it would seem that the verdict should have been rendered in favor of the cigar industry."

It has been conclusively established, Mr. Dushkind concluded, that fully 80 per cent. of the imported Sumatra goes on the nickel cigars; that the imported Sumatra does not compete with shade-grown or any other American wrappers; that the Sumatra wrapper has made the nickel cigar popular, and that not only is the proposed 40 cent increase unjustified, but the duty on imported wrapper should be reduced from $2.10 to $1.50 per pound unstemmed and from $2.75 to $2.15 stemmed.

"Under the present rate of duty," he told the committee, "the Government collects about $6.20 in internal revenue taxes plus the duty on the wrapper for each thousand Sumatra-wrapped cigars. This item, constituting as it does approximately one-fifth of the net price that the manufacturer is getting for his cigars, is entirely too much of a burden upon the nickel cigar business."

Other witnesses who appeared before the committee to discuss the proposed duties were Nathan I. Bijur of New York, representing the National Cigar Leaf Tobacco Association; Leslie W. Newberry of South Windsor, Conn., representing the independent tobacco farmers; Harry I. Bobrow of Philadelphia, representing Bobrow Brothers; Inc.; Harvey L. Hirst of Philadelphia, representing the Bayuk Tobacco Company; Harvey W. Jefferson of New York, representing P. Lorillard Company; D. Emil Klein of New York, representing D. Emil Klein Company; I. M. Orndurn of Washington, representing the Cigar Makers International Union; M. C. Gryzmush of Boston, representing the Cigar Manufacturers of Massachusetts; Chester H. Gray of Washington, representing the American Farm Bureau Federation; Jacob Mazer of Detroit, representing the Mazer Cressman Cigar Company; Milton H. Rinck and Cyrus H. Good of Lancester, Pa., representing the Lancaster county tobacco board of trade and the growers' association; respectively, and O. L. Cunningham and Fred Scheaffer of Dayton, Ohio, representing the Ohio tobacco growers.

Taking it all in all, the consensus of opinion here is that the measure passed by the House is about as good a bill as can be secured under our system of making political tariffs. It is universally conceded that Representative Hawley of Oregon, chairman of the Ways and Means Committee, did an excellent job. Everybody with a complaint to make was granted an opportunity to present their case, and the democratic members of the committee, although barred from the deliberations which resulted in the actual writing of the measure, were given ample opportunity to question witnesses during the hearings. Just prior to passage of the bill by the House, Chairman Hawley was given the thanks of both the ranking republican and democratic members of the committee for his consideration and patience.

In order to expedite passage of the bill through the House it was necessary to resort to a gag rule which brought all debate to a conclusion at a predetermined time. Had it not been for this rule the debate would have been interminable and the bill would have been

(Continued on Page 12)

Regardless of Price

Government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. The public will be served and this is proof, indeed, that regardless of price, you actually get more in Lucky Strike than any other cigarette can offer. Its perfect blend of fine tobaccos gives pure smoking delight. Its exclusive, secret toasting process guarantees the tobaccos free from irritants and impurities and, in the opinion of 20,679* physicians, makes Lucky Strike less irritating than other cigarettes.

*The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED) George W. Hill
President,
The American Tobacco Company, Incorporated

© 1929. The American Tobacco Co., Manufacturers

"It's toasted"

No Throat Irritation—
No Cough.

The Lucky Strike Dance Orchestra will continue every Saturday night in a coast to coast radio hook-up over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice: "REACH FOR A LUCKY INSTEAD OF A SWEET."

Raleigh Cigarettes . . .

Sir Walter Raleigh Smoking Tobacco . . .

TUBE ROSE SNUFF...

JUST three of our many quality tobacco products that are becoming increasingly popular with millions of smokers and an army of tobacconists.

BROWN *and* WILLIAMSON TOBACCO CORPORATION
Louisville, Kentucky

PENN TOBACCO COMPANY BUYS ANOTHER

THE Penn Tobacco Company, of Wilkes-Barre, Pa., which is said to be the largest independent tobacco manufacturing company in the country, has purchased the business of the Schmitt Brothers' Tobacco Works, of Milwaukee, Wis., said to be the last of the independent tobacco manufacturers in Wisconsin.

Schmitt Brothers manufacture the "Eight Brothers" tobacco and other brands, and was organized in 1906. In 1909 Schmitt Brothers purchased the Hansen & Schmitt Company and consolidated the two businesses, and since that time has manufactured and sold approximately 750,000 pounds of tobacco, which was sold in the Middle West.

C. M. Schmitt is president of Schmitt Brothers Works, and the company was capitalized at $150,000. W. L. Taylor, vice-president of the Penn Tobacco, is now in charge of the Milwaukee plant and it will be continued under union workmen for the present, it is announced.

The purchase price of Schmitt Brothers was not disclosed, but it is reported that the annual business of the company was approximately $400,000 a year. Annual sales of the Penn Tobacco Company are said to be $2,500,000.

It is understood that the old officers of the Schmitt Brothers Company will not become associated with the Penn Tobacco Company.

FISH PROPAGATION ENDANGERS SNUFF

Residents of the village of Byfield, Mass., have entered a vigorous protest against the daming of the Parker River with a view of using the upper portion of the stream for the propagation of fish. There is a snuff mill located in the town which depends on the water power for the grinding of their tobaccos, and if the mill is forced to shut down the village will lose its principal industry.

MORE STORES FOR SCHULTE

An advertisement was placed in New York City papers last week by the Schulte Stores Company requesting owners and brokers to give particulars and prices of prime corner of inside corner stores at least twenty by forty feet in size. Possession was asked for immediate or later occupancy. Information was to be forwarded to the real estate department at 386 Broadway, New York City.

PROMPT PASSAGE OF CAPPER-KELLY BILL PREDICTED

THE RAPID growth in Congress of an intelligent and militant spirit in favor of the Capper-Kelly Fair Trade Bill, is well indicated in a splendid speech on the floor of the House by Congressman Celler, of the tenth New York district.

The bill's sponsors have taken their coats off for a finish fight. Note the following quotation from Mr. Celler's speech, as reported in the Congressional Record of May 14:

"We have adopted a law some time ago, many years ago, that there can be no price cutting on stamps issued by the Federal Government. The New York Legislature, and legislatures of other States have taken away from the unscrupulous insurance agent the right to sell insurance at a cut-rate price. We have taken away the right to do any rebating in insurance. Furthermore, many years ago we took away from the ticket scalpers the right and the privilege to do any cutting on the price of railroad tickets.

"Up to this time no opportunity was given to the Members of the House to pass the Kelly-Capper bill. It was bottled up in that Interstate and Foreign Commerce Committee and there it was sealed. I assure you, my good friends, once that bill gets on the floor of the House it is going to pass. (Applause.)"

WAITT & BOND CALLS BONDS

Waitt & Bond, Inc., Newark, N. J., manufacturers of the "Blackstone" cigar, have called for payment July 1, 1929, at 105 and accrued interest, the entire issue of its debenture 7's due July 1, 1938, which amount to $349,000 as of December 31, 1928, at the First National Bank of Boston. Coupons due July 1, 1929 should be collected in the usual manner.

Control of Waitt & Bond, Inc., was recently secured by the Porto Rican-American Tobacco Company, through an exchange of stock, and this action should result in a strengthening of their financial position. Waitt & Bond, Inc., have shown an increase in earnings practically every year since incorporation in 1825.

ULMER ESTATE $30,000

According to an estimate of the estate of the late Melchior Ulmer, founder of the O-Nic-O Tobacco Products Company, who died recently, Mr. Ulmer leaves $30,000 which is to be divided equally between his widow, Grete Ulmer, and his two sons, Milton and Frederick. Mr. Ulmer was well known throughout the tobacco industry having been associated with it for more than thirty years.

ELY JOINS MARTIN CIGAR CO

Duncan Ely, who has been a city salesman in Nashville, Tenn., for a number of years, has joined the forces of the Martin Cigar Company, and will use his efforts in promoting the sales of "Lyko" a new cigar of the Martin Company which is now being placed throughout the city.

U. S. TOBACCO DIVIDEND

Directors of the U. S. Tobacco Company have declared a dividend of $1.75 a share on the preferred stock and 75 cents on the common stock of the company, payable July 1st to stockholders of record June 17, 1929.

A cooler smoke *in a* DRIER pipe

Every smoking quality that counts!

Good tobacco, fragrant, cool, that burns to a clean ash; no soggy heel, no clogged stems!

That rich Burley flavor is held in Granger by an old-time tobacco secret, "Wellman's 1870 Method" — ours exclusively. The cut is the one *right* cut for pipe smoking. The drier bowl, the cleaner stem, result from both method and cut.

The price also is "right". Soft foil package instead of costly tin —therefore, 10 cents.

GRANGER
ROUGH CUT

...in more pipes every day!

© 1929, Liggett & Myers Tobacco Co.

News from Congress

(Continued from page 8)

many weeks in getting through the lower body. In the Senate no such rule applies and individual members are given as much time as they desire to discuss the bill, which often means a discussion of everything under the sun except the bill, so that it is very unlikely that the measure will pass the Senate with anything like the speed with which it went through the House. When the bill does come from the Senate, however, it is predicted that Chairman Hawley will not know his measure, and there will be many points for consideration by a conference committee, representing both bodies.

Eill Introduced to Regulate Tobacco Advertising

Charging that "not since the days when public opinion rose up in its might and smote the dangerous drug traffic, not since the days when the vendor of harmful nostrums was swept from our streets, has this country witnessed such an orgy of buncombe, quackery and downright falsehood and fraud as now marks the current campaign promoted by certain cigarette manufacturers to create a vast women and child market for the use of their product," Senator Smoot of Utah on June 10, introduced in the Senate a bill to amend the pure food act to include tobacco and tobacco products within its scope, making tobacco advertising subject to the same regulation as is applied to lables or other descriptive matter accompanying food and drug products.

The Senator's legislation is aimed at the paid testimonials which marked the radio campaign of "Lucky Strike" cigarettes and which, he declared, have been forced off the air by protests from the public to the various radio stations.

Introduction of the bill is considered to have been instigated by the National Food Products Protective Committee, which last April, filed a complaint against the cigarette advertising with the Federal Radio Commission, asking that body to revoke the licenses of stations broadcasting the cigarette programs.

The committee withdrew its complaint some days ago, criticizing the radio commission for its failure to take action, and intimating that Congress would be asked to enact legislation dealing with the situation. Senator Smoot's bill is believed to be a direct result of that action, it being pointed out that he represents the domestic sugar-beat producing industry, which last month secured from the House of Representatives a heavy increase in the duty on imported sugar. The sugar and confectionery interests are chiefly affected by the cigarette campaign, one of the slogans used being "Reach for a Lucky instead of a sweet."

Senator's Smoot's bill was introduced following a lengthy speech from the floor, in the course of which he bitterly criticised the cigarette manufacturers for their advertising campaigns, "into which millions are being poured in order to create new armies of cigarette addicts," and which, he declared, "have been accompanied by a barrage of the most patent hypocrisy."

He made it clear, however, that he was not attacking the tobacco industry as a whole, or the tobacco growers of the country, "many of whom," he said, "are in the grip of pernicious cigarette manufacturing interests; that I realize that many tobacco manufacturers, with a due sense of their social obligations, have refrained and are refraining from exploiting public health in the sale of their products; and that the use of tobacco as a moderate indulgence by adult people is not in question.

"I rise to denounce insidious cigarette campaigns now being promoted by those tobacco manufacturing interests whose only god is Profit, whose only bible is the Balance Sheet, whose only principle is Greed. I rise to denounce the unconscionable, heartless and destructive attempts to exploit the women and youth of our country in the interests of a few powerful tobacco organizations whose rapacity knows no bounds."

That the cigarette industry may find its advertising a boomerang is an opinion which is being freely expressed in Washington. Nothing that any industry has attempted in recent years has brought about such an extensive reaction on the part of the public. This sentiment, too, is becoming highly organized and reports to Washington indicate that in the near future restrictive legislation will be strongly urged before State, and possibly the National legislatures. Medical, church, educational and women's organizations in the past few months have gone strongly on record as condemning both cigarettes and the cigarette advertising campaigns.

Price Maintenance Opposed by Consumers

Resale price maintenance is opposed by a majority of consumers, it is indicated by a survey which has been made by the Federal Trade Commission in connection with its investigation of resale price maintenance.

In an effort to secure the view point of the general public on this question, the commission sent questionnaires to a large number of people in every walk of life. Analysis of the replies shows that 72.3 per cent. of the persons questioned are opposed to price maintenance, while less than 25 per cent. anticipated any definite benefit from its operation. Consumers in the agricultural sections appeared to be more opposed to price maintenance than those in the cities, approximately 80 per cent. of the farmer consumers questioned disapproving price maintenance while in the cities approximately 57 per cent. of the replies were in opposition.

The most frequently named benefits anticipated from price maintenance were standardized quality and reduced prices, while definite injuries were feared if resale maintenance contracts were made legal by 58 per cent. of the consumers replying, the most frequently named disadvantages being higher prices, elimination of competition, monopoly and monopoly profit, and elimination of bargain sales.

CUBAN TOBACCO DIVIDEND

Directors of the Cuban Tobacco Company have declared a dividend of $1 on the common stock of the company payable June 29th to stockholders of record June 18th, and regular semi-annual dividend of $2.50 on the preferred stock of the company payable June 29th to stockholders of record June 15th.

R. J. REYNOLDS DIVIDEND

Directors of the R. J. Reynolds Tobacco Company, manufacturers of "Camel" cigarettes and "Prince Albert" smoking tobacco, have declared regular quarterly dividends of sixty cents each on the new common and common B stocks of the company, both payable July 1st to stockholders of record June 18th.

COUPONS NOW PACKED WITH CIGARETTES

ANNOUNCEMENT was made recently by Marvin D. Rae, president United Profit-sharing Corporation, and R. M. Ellis, president Philip Morris Consolidated, controlling Philip Morris & Co., and Continental Tobacco Company that, beginning June 1, United Profit-Sharing certificates will be enclosed in every carton of "Marlboro," "English Ovals," "Dunhills," "Barking Dog" and "Philip Morris" cigarettes.

Opportunity was given Philip Morris Consolidated for the inclusion of premium certificates and coupons in their cigarette cartons when agreement with the United Cigar Stores and associated companies barring United Profit-Sharing Corporation from doing business in the tobacco industry was ended with the announcement recently by United Cigar Stores discontinuing issuance of coupons and certificates.

The management of the companies of which he is president, Mr. Ellis said, is convinced that premium merchandise advertising is a valuable supplement to newspaper advertising, and is well pleased with the change in policy which permits them to pack coupons with their cigarettes.

Two other cigarette manufacturers will conclude contracts with United Profit-Sharing shortly, according to the president, Mr. Rae, and these coupons, he said together with those used by other manufacturers, will be redeemed as heretofore.

NEWMAN CELEBRATES SILVER WEDDING

Mr. and Mr. A. Joseph Newman, celebrated their silver wedding anniversary on Wednesday evening, June 5th, with a dinner at the Penn Athletic Club. There were fifty guests present.

Mr. and Mrs. Newman were born in Easton, Pa., and after their marriage there, came to Philadelphia, where Mr. Newman is now sales manager for Bayuk Cigars, Incorporated.

Mr. Newman has just returned from a trip to the Pacific Coast where he found conditions highly satisfactory for Bayuk brands.

SCHULTE-UNITED SALES INCREASE

Sales of the Schulte-United 5c to $1 Stores, Inc., for the month of May totaled $1,290,620, derived from thirty-four stores in the United States and Canada, in addition to their cloak and suit stores. May sales showed an increase of 31 per cent. over April sales, while total sales for the first five months of 1929 were $4,606,339.

WEBSTER, EISENLOHR EARNINGS

Report of Webster, Eisenlohr, Incorporated, for the three months ended March 31, 1929, shows net income after taxes of $72,213, as compared with $15,473 in the corresponding period of 1928. Net income for the 1929 period does not include earnings of companies in which Webster, Eisenlohr, Incorporated, owns part of the stock.

AMERICAN SNUFF DIVIDEND

The board of directors of the American Snuff Company have declared dividends of one and one-half per cent. on the preferred stock, and three per cent. on the common stock of $100 par value. Both dividends payable July 1st to stockholders of record at close of business June 14th.

On Which Side of the Counter are Your Profits Made?

Great is the temptation to stock a cigar that *looks* attractive and can be bought at a price that represents a nice profit—on paper—per cigar.

But the profit isn't yours until it comes from the customer's side of the counter and is safely rung up on your cash register. Even that isn't enough. . . . It must ring *frequently.* It is *volume* that counts in the cigar business.

Beware of the unknowns, the slow-movers, the long-shots, the one-salers. There's only one kind of cigars that can keep a cigar business going in the right direction: Cigars with individuality. Cigars that move. Cigars so completely satisfying to the smoker that they become his favorite — and he your steady customer day in and day out.

Bayuk cigars meet those specifications in every respect. There's quality--unmatchable value--in every Bayuk brand. They're known. There's sincerity in their manufacture. There's an unbeatable sales-winning argument behind them.* . . . They're made for the folks in front of your counter—for the great forces in whose hands your permanent success lies.

Bayuk brands build business. Not only that—*they hold it!*

BAYUK BRANDS BUILD BUSINESS

★ *It's Ripe Tobacco!*

—Every Bayuk Cigar

© 1924

BAYUK CIGARS Inc.

PHILADELPHIA

Makers of fine cigars since 1897

CHARLES THOMSON BAYUK HAVANA RIBBON

BAYUK PHILADELPHIA CIGAR

MAPACUBA PRINCE HAMLET

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ... Secretary and Treasurer

CIGAR STORES ESCAPE SUNDAY LAW

Police plans to close every cigar store in Philadelphia on Sundays were abandoned last week by Director of Public Safety Schofield in the fact of an avalanche of protests.

The proposal to make the cigar stores close grew out of the complaints from small merchants of all kinds all over the city who have been forced to close their stores on Sunday. They told Director Schofield it was not fair to make them close and to permit the cigar stores, especially those owned by huge corporations, to remain open.

Director Schofield was so impressed by these arguments that he had begun the drafting of the order to close the cigar stores but in reversing his decisions he said:

"Since assuming office I have endeavored to enforce the Sunday laws in accordance with the Act of Assembly. I believe in observance of the Sabbath, but the Act of 1794, under which the police work, must be interpreted in a way which is adapted to the complexities of modern life in a community such as ours and so as to work a hardship upon as few persons as possible. . . .

"I shall continue to enforce the Sunday laws and shall try to do so in a sane and sensible manner, endeavoring as far as practicable not to interfere with the service of necessities and deciding each case on its own merits as it arises until instructed otherwise by the courts."

FABER, COE & GREGG TAKE ON "VALKAN SOBRANIE"

David Redstone, of Albert Weinberg, London, Eng., cigarette and tobacco manufacturers, has announced that Faber, Coe & Gregg, of New York City, have been made exclusive United States distributors for his company's products, "Balkan Sobranie" cigarettes and smoking tobacco. The cigarette is made of high grade Turkish tobacco and the smoking tobacco is a mixture of Virginia and Turkish leaf.

The "Balkan Sobranie" cigarette already has a small following in this country, which can no doubt be increased considerably under the able direction of Faber, Coe & Gregg.

DAWES TAKES SUPPLY OF PIPES TO LONDON

Ambassador Charles G. Dawes, who departed for England last week, where he will assume the duties of Ambassador from the United States, included in his baggage a generous supply of his famous underslung pipes, after he had learned that his favorite style of pipe would not be procurable in England.

His baggage included a dozen pipes for his personal use and a score or more for distribution among his friends and admirers. Under diplomatic immunity he will not have to pay duty on them upon his arrival in England.

J. MILTON DAVIS DEAD

J. Milton Davis, of the firm of F. A. Davis & Sons, Baltimore, Md., passed away at his home in Roland Park on May 27th, at the age of fifty-seven. He had lived in Baltimore practically all his life and had also been associated with the firm of F. A. Davis & Sons during most of his business career. He is survived by a brother and three sisters.

SCHULTE STORES MAY JOIN NEW COMPANY, SAY REPORTS

INCORPORATION of the 21,000,000-share United Stores Corporation follows reports current in the local financial district for several days of an impending wide-sweeping reorganization of the country's tobacco industry.

According to these reports, the price war which has recently torn the tobacco business asunder became so threatening that major financial interests, including J. P. Morgan & Co., took a hand.

An initial step in the program of reorganization, it was reported, is a contemplated merger of the United Cigar Stores Company of America, the Tobacco Products Company and the Union Tobacco Company, the United Cigar Stores Company, which operates more than 3000 retail stores, is controlled by the Tobacco Products Company. Controlling interests in this company are also affiliated with the principal factors in the Union Tobacco Company, organized in 1926 to engage in the wholesale distribution and manufacture of tobacco products.

Only recently the Schulte chain of cigar stores, together with the United Cigar Stores, discontinued their premium certificate plan, to enable them to offset losses resulting from price-cutting by independents. The Schulte Company recently passed its dividend, the head of the company attributing this action to the cigarette price-cutting war.

According to the financial district it is not improbable that the Schulte chain will eventually find its way into the new United Stores Corporation. Earlier in the year it was reported that the Schulte and United Cigar Stores were negotiating terms of a consolidation, which later failed of fulfillment. Controlling interests in the two chains together in 1928 organized the Schulte-United 5c to $1 Stores, Inc., for the purpose of operating a chain of stores selling merchandise at prices ranging from five cents to $1.

D. A. Schulte, president of the Schulte Retail Stores Company, operating the Schulte cigar stores, was made chairman of the Schulte-United concern, while W. T. Posey, vice-president of the United Cigar Stores, was made chairman of the board of directors. C. A. Whelan, chairman of the board of directors of United Cigar Stores, was made a director of the Schulte-United Stores, further cementing the alliance between the hitherto bitterly competing groups.

The Schulte group includes the American Druggists' Syndicate, Huyler's of Delaware, Incorporated, Dunhill International, Incorporated, Otto Eisenlohr, Incorporated, Park & Tilford Company, B. G. Davis & Company, Incorporated, and various real estate subsidiaries owning valuable real estate and leasehold property interests in the principal cities of the country.

CONSOLIDATED CIGAR DIVIDEND

Directors of the Consolidated Cigar Corporation have declared a dividend of $1.75 a share on the common stock of the company payable July 1st to stockholders of record June 14th.

PRESBYTERIANS HIT TOBACCO ADVERTISING

The United Presbyterian General Assembly in session at Pittsburgh, last week went on record as showing its "strong disapproval of the boldness of the tobacco interests in advertising their wares over the radio, in newspapers, magazines and on billboards." It voted to protest to the radio companies.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

CIGAR SMOKE IS NON-IRRITATING TO THE NOSE AND THROAT—

in the opinion of

DOCTOR C. STANFORD READ
World Famous English Physician

Distinguished Doctors unite to endorse cigars in La Palina's Spring 1929 Advertising Campaign—making new smokers for all cigars and greater profits for all who sell them.

LA PALINA

GIANT TOBACCO COMBINE

(Continued from Page 4)

United Stores Corporation has 21,000,000 shares of stock, divided into 1,000,000 shares of $6 cumulative convertible preferred 5,000,000 Class A shares and 15,000,000 common.

The Board of Directors of the three constituent companies will forward to their stockholders separate letters recommending an exchange of stock, and announcing that they intended to accept the terms of the offer.

Terms for Exchange of Stock

These terms are: For Tobacco Products Corporation; for five Class A shares of $20 par, 1 1/5 shares of United Stores Corporation's $6 perferred; for three shares of $20 par common, one share of Class A and a warrant for one-half a share of the new company.

For United Cigar Stores: For one share of 6 per cent. preferred, one an one-twentieth shares of United Stores $6 preferred; for three shares of United Cigar common, one share of Class A and warrant for half a share of common of the new company.

For Union Tobacco: For each Class A share, one and a quarter Class A shares of United Stores Corporation and a warrant for five-eighths of a share of its common. For each three shares of Union Tobacco common, one share of common stock of the new company.

The offer of exchange holds good until July 15 and may be extended until September 15. Stockholders are invited to deposit their stock of the constituent companies with the Guaranty Trust Company, of New York.

Selection of the Guaranty Trust Company as depositary may be an indication that the banking interests back of the proposed merger are J. P. Morgan & Co., as recently reported.

Stockholders of the Tobacco Products Corporation will be the largest holders of stock in the United Stores Corporation, and that corporation will be dissolved if sufficient number of its stockholders accept the offer to exchange their stock for that of United Stores.

In 1923, Tobacco Products sold all its tangible assets, and leased all its brands to the American Tobacco Company for ninety-nine years, and now receives from that lease $2,500,000 a year. Tobacco Products owns about 75 per cent. of the common stock of United Cigar Stores and is now only a holding company.

Statement by Directors

In recommending the proposed exchange of stock, the directors of Tobacco Products informed their stockholders:

"Late in 1927 the directors considered the advisability of dissolving the company, and to that end appointed a committee to consider and report a plan of dissolution. The committee was unable to arrive at a satisfactory plan and the idea of dissolution was abandoned. Thereafter, large stockholders of the company who had desired dissolution were approched by new interests with an alternative plan for a renewal of active operations and with a program of expansion.

"Such new interests believed that they saw large possibilities in a development of the chain-store business, particularly of the drug, candy, luncheonette and trade-mark products type and a more profitable cooperation of such businesses with the retail tobacco business and other allied businesses, the products of which could be advantageously promoted in the several thousand stores which it is proposed that the new company shall own or control.

"To that end a recapitalization of Tobacco Products Corporation was considered, but the company's corporate structure didn't lend itself to such a plan. It was accordingly thought better to organize United Stores Corporation with appropriate capitalization to permit of acquisitions of interests in other companies."

The United Stores Corporation's notice of incorporation defines the objects and purposes of the organization as follows:

"To plant, grow, cultivate, produce, cure, treat, import, export, buy, sell and dispose of tobacco of every kind and description. To manufacture, import, buy, sell, conduct, retail and wholesale stores, shops, stands or other agencies to deal in and with cigars, cigarettes and all by-products of tobacco. To buy, sell and deal in leather goods, novelties, toys, drugs, medicines, extracts, tinctures, druggists, sundries, chemicals, toilet articles, perfumes, surgical apparatus, dye stuffs and hospital supplies.

"To acquire, maintain and operate farms, plantations, laboratories, factories, stores and warehouses of all kinds."

The capitalization of the new company is listed at 21,000,000 shares of all issues, none of which will be designated as having a definite par value. This total is made up of 1,000,000 shares of $6 cumulative, convertible preferred, 5,000,000 shares of Class A stock and 15,000,000 shares of common stock.

The state tax paid with the filing of the company's charter totaled $43,050. The minimum amount of capital with which the company will commence business is given at $1000.

Incorporation are C. S. Peabbles, L. E. Gray and H. E. Grantland, all of Wilmington, Del. No names of officers or directors are shown in the articles of incorporation, which were filed by the Corporation Trust Company of America, Wilmington.

Developments preceding formation of United Stores Corporation are interesting in view of Wall Street opinion that a complete unification of Whelan interests and an expansion of those interets on a greatly magnified scale are being carried out. Some time ago the Whelan drug chain was formed and later United Cigar Stores absorbed the Neve drug chain.

ODIN COMPANY PRESIDENT KILLED

RICHARD O. Brandenburg, president of the Odin Cigar Company, was killed on May 26th when the automobile in which he was riding with his son overturned when it was turned sharply to avoid a collision with another car at a crossroad.

Mr. Brandenburg had been in Plymouth, Mich., on business and was returning to Detroit at the time of the accident. Mr. Brandenburg was thrown through the windshield and killed, but his son was not seriously injured. He was born in Berlin, Germany, in 1891 and came to Detroit in 1910, where he engaged in accounting work for several years. He was connected with the Bernard Schwartz Cigar Corporation for several years but resigned two years ago to become president of the Odin Cigar Company.

He was a member of the Lochmoor Country Club, the Detroit Yacht Club and Kilwinning Lodge, F. & A. M.

He is survived by his widow, one son, one brother and a sister.

BIJUR RE-ELECTED

(Continued from Page 4)

Cigarette Advertising

RESOLVED, That the National Cigar Leaf Tobacco Association, in convention assembled, hereby disapprove of the advertising referred to as unfair and unethical, and distinctly contrary to the best interests of the tobacco trade as a whole.

This resolution caused much discussion among the delegates present but was passed with only two dissenting votes.

Gilbert Tobacco Census Law

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled strongly urges upon the Secretary of Agriculture that the quarterly returns to be made on July 1 and October 1 be segregated by types only and not by groups of grades, and holders of tobacco be relieved of the necessity of reporting the names of customers to whom they have sold tobaccos which have not yet been removed from the premises of the dealer; and be it further

RESOLVED, That a copy of this resolution be forwarded to the Secretary of Agriculture and to the Chief of the Bureau of Agricultural Economics, Washington, D. C.

Washington Representative

RESOLVED, That this Association extends to Mr. Crounse its hearty appreciation of his services and that he be retained by the National Cigar Leaf Tobacco Association as its Washington representative for the coming year at the same rate of compensation as heretofore paid.

Amendment of the Volstead Act

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled, having in mind no other consideration than the welfare of the country and the health and prosperity of all the people, deem it a patriotic duty to bring the existing lamentable conditions to the attention of President Hoover's recenly appointed National Law Enforcement Commission in the hope that that body after careful investigation will see its way clear to recommend the amendment of the Volstead Act so as to permit the manufacture, sale and consumption of sound malt beverages having a reasonable alcoholic content to the end that such beverages may be substituted for the harmful and deleterious beverages now being manufactured and sold at enormous profits while the Federal Treasury is deprived of a revenue that would justify the removal of at least one-half the entire Federal tax burden of the people, and be it further

RESOLVED, that a copy of these resolutions be forwarded to Hon. George W. Wickersham, chairman of the National Law Enforcement Commission.

Black Shank Tobacco Disease

RESOLVED, That the National Cigar Leaf Tobacco Association hereby appeals to the Secretary of Agriculture at Washington to cooperate with the State officials of Florida and Georgia in the efforts now being made to combat Black Shank and this Association further pledges itself to use its influence to assist in procuring such appropriations from Congress as the Secretary of Agriculture in his wisdom may decide can be used advantageously in the cooperation of the Federal Government with the State officials referred to; and be it further

(Continued on Page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

INCREASE IN NEWSPAPER ADS FOR UNITED

A. C. Allen, executive vice-president of the United Cigar Stores Company, stated last week that an experiment conducted to learn the value of newspaper advertising space in comparison with other forms of advertising has prompted the company to use part of the money saved from its discarded coupon policy in an enlarged use of newspaper advertising space.

By the use of additional newspaper advertising on the Pacific Coast during the month of May, the company is reported to have obtained 200,000 new customers to their stores in that territory.

On May 24th the new policy was put into effect throughout the entire country and brought approximately 500,000 additional customers to United Stores during the first week, stated Mr. Allen, which has caused a permanent increase in the amount of newspaper space used.

LORILLARD DIVIDEND

A dividend of $1.75 a share on the preferred stock of P. Lorillard Company has been declared by the board of directors, payable July 1st to stockholders of record June 15th.

Radio listeners on last Tuesday night heard it suggested that a solution of that momentous question of what to give dad for Father's Day, (June 16th) was very easy—"Dutch Master" cigars.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

AGUA CALIENTE:—45,497. For all tobacco products. The Health Cigar Co., Inc., New York, N. Y. June 1, 1929.

FRIARS CLUB:—45,498. For all tobacco products. George Schlegel, Inc., New York, N. Y. May 9, 1929.

TRANSFERS

PALMA CIA:—26,085 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 26, 1913, by Paul Watkins, Fort Meade, Fla. Transferred to The Antonio Importing Co., Tampa, Fla., May 22, 1929.

BIJUR RE-ELECTED

(Continued from Page 17)

RESOLVED, That copies of this resolution be forwarded to the Secretary of Agriculture and to the existing organizations representing the tobacco growers of Florida and Georgia.

Importation of Cigars by Parcel Post

RESOLVED, That the National Cigar Leaf Tobacco Association reiterates its opposition to the proposed change in the statutes and hereby appeals to the Departments of State, Commerce, the Treasury and the Post Office to use their best efforts to bring about an agreement with the Cuban Government for the permanent parcel post treaty without reference to the repeal of the limitation upon cigar quantities referred to, this Association believing that the liberal treatment of Cuban tobacco and all other Cuban merchandise under the customs laws of the United States entitled the merchants of this country to reciprocal treatment of their goods when shipped to Cuba in the parcel post mails; and be it further

RESOLVED, That the attention of the United States Congress be called to the fact that since the reciprocity agreement of 1904 became effective the United States has rebated duties on Cuban merchandise to the extent of nearly a half billion dollars while the duties rebated by Cuba on merchandise imported from the United States have amounted to less than $120,000,000; and be it further

RESOLVED, That the Finance Committee of the United States Senate should be urged to strike from the pending tariff bill the provision which repeals the statute prohibiting the importation of Cuban cigars in quantities of less than 3000 in the interest of the domestic cigar industry and especially of the growers of cigar leaf tobacco in all the producing districts of the United States; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Secretaries of the four executive departments of the United States Government herein referred to and to the Chairman of the Senate Committee on Finance.

Free Zones

RESOLVED, That this Association though believing sincerely in the soundness of the protective policy hereby reiterates its hearty indorsement of the free zone plan and urges upon the Senate Finance Committee the adoption of an amendment incorporating such plan in the pending tariff revision bill; and be it further

RESOLVED, That copies of these resolutions be forwarded to the Chairman of the Senate Finance and House Ways and Means Committees.

Capper-Kelly Price Protection Bill

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled strongly endorses the Capper-Kelly bill as presented by the subcommittee of the House Committee on Interstate and Foreign Commerce and urges this measure upon the attention of both houses of Congress to the end that the same may be speedily enacted and a stop put to the price-cutting so injurious to our industry and so valueless to the public; and, be it further

RESOLVED, That copies of these resolutions be forwarded to the House Committee on Interstate and Foreign Commerce and the Senate Committee on Interstate Commerce.

Co-operation of the Trade Press

RESOLVED, That the National Cigar Leaf Tobacco Association in annual convention assembled extends to the trade press a hearty expression of its appreciation for the assistance rendered in the arduous work we have been called upon to perform.

Thanks to Entertainment Committee

RESOLVED, That the thanks of this convention are hereby extended to the Entertainment Committee for the generous and hospitable manner in which as the representative of the cigar leaf trade of the great City of New York it has entertained the National Cigar Leaf Tobacco Association and for its unremitting efforts in behalf of the comfort and pleasure of all the delegates.

A standing tribute was then called by President Bijur to the memory of Fred Frese, Sr., B. Meyer, and Charles G. Bondy, who had passed away in the last year.

The resignation of the Connecticut Leaf Tobacco Association was discussed and it was decided to lay the resignation on the table and a committee was appointed to consult with members of that association and to use their best efforts to obtain a reconsideration of their resignation.

It was decided to hold the 1930 convention at Lancaster, Pa.

The annual banquet of the association was held on Tuesday evening, June 4th, at the Hotel Biltmore, and a very pleasing entertainment program was provided which consisted of various headliners from several Broadway shows and night clubs.

TRUCK OF TOBACCO BURNS

Joseph Costin, who was driving a truck load of tobacco down Market Street on Monday, just as the streets were thronged with noon time crowds, had a narrow escape from being burned to death when his truck caught fire at Thirteenth and Market Streets, and was entirely consumed.

The truck of tobacco was owned by Mrs. Sarah Stape, of 2104 Ridge Avenue. Costin attributed the fire to a short circuit in the wiring.

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VOLUME 49 No. 13

THE TOBACCO WORLD

A Staggering Shortage

Ten Million Pounds Under Normal!!

The *normal* production of the Porto Rican tobacco crop is thirty million pounds yearly.

Latest surveys show there will be *at least a ten million pound shortage this year!* Instead of thirty million pounds the production of Porto Rican tobacco has fallen to twenty million pounds.

Exceptionally Fine Quality

In spite of the tobacco shortage, this year's crop, because of its exceptionally fine quality, will greatly aid in swelling the ever-increasing good reputation of Porto Rican tobacco. Naturally, with the smaller amount grown, the utmost care was exercised in its cultivation and the growers were enabled to devote more intensive supervision. Ideal tobacco-growing weather also contributed to its quality.

Well Worth Its Price

This year's tobacco is well worth a reasonable price because of its extra high quality and the opportunity to produce, duty free, a cigar of unusual excellence.

Place Your Orders Now

Do not neglect your needs until the last moment. Remember—there is a *Ten Million Pound Shortage.*

New buyers are invited to examine the product. A complete list of growers, packers and dealers promptly furnished on request.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

There's a tasteful flavor to a good cigar that tobacco in no other form can rival

After all nothing satisfies like a good cigar

Affinities and Lovers

There is a royal relationship between the "weed" and the child of a tree--between cigars and their wooden box containers. Even the best cigars are improved in flavor by the qualities they imbibe from the wood. Packing in wooden boxes is a time-honored practice. No more popular container has ever been found.

And lovers of fine tobacco see in "passing the box" a noble gesture which is totally lacking with can or carton.

The best cigars are packed in WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 13

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JULY 1, 1929 — Foreign $3.50

P. R. LEGISLATURE PASSES BILL AUTHORIZING AGENCY REORGANIZATION

THE Porto Rican Legislature has passed the tobacco bill, which provides for a re-organization of the Porto Rican Government Tobacco Guarantee Agency, which has headuarters at 1457 Broadway, New York City, under the able managership of M. T. Saldana.

The tobacco bill provides for a commission of five persons, three of whom shall be personally engaged in the growing of tobacco in Porto Rico, and the other two members to be the Treasurer and the Secretary of Labor and Agriculture of the Island of Porto Rico.

Both the Secretary of Agriculture and the Treasurer of the Island are thoroughly familiar with the old law under which the Guarantee Agency operated and have co-operated in an able manner with the operation of the agency from time to time.

The new commission will have entire control of the agency in the future, with the power of appointing and removing employees, regulating salaries, etc.

It is not known whether Governor Towner will approve the new bill or leave it to his successor, Colonel Theodore Roosevelt, who was recently appointed Governor of the Island. Colonel Roosevelt has not taken up his duties as Governor of the Island as yet.

CUBAN SCRAP CIGARS TO HAVE SPECIAL BAND

President Machado, of Cuba, following the suggestion of the Comision Nacional de Propaganda y Defensa del Tobaco Habana, has issued a decree making obligatory a new band for scrap cigars made in Cuba for the export trade. This band to be made of white paper with black printnig, in Spanish and English, that will read, "Hecho con Picadura" and, "Made with Scraps," in order to distinguish scrap cigars from the long filler cigars and avoid misrepresentation. In accordance with the terms of the stated decree every cigar manufacturer in Cuba must furnish the Comision Nacional de Propaganda y Defensa del Tobaco Habana, within the next thirty days, with a certified copy of their price lists, showing therein the grades of cigars they manufacture and the system under which they are made. The Comision Nacional will carry a record of each cigar manufacturing concern and will see that their sales are adjusted to the prices shown in their price lists, and that the bands hereby established are properly used. In case of the infringement of the terms of President Machado's decree by a manufacturer, the Comision Nacional is empowered to hold a shipment of cigars back and investigate.

PENDAS JOINS REGENSBURG

ENRIQUE PENDAS, one of the best known cigar manufacturers in Tampa, Fla., and also well known throughout the entire cigar manufacturing industry, has been selected to fill the place, left vacant by the death of Laureano Torres recently, in the firm of E. Regensburg & Sons, Incorporated, manufacturers of the national-known "Admiration" brand of cigars.

Although Mr. Pendas retired from the cigar industry about ten years ago he has been prevailed upon to return as general manager of the Regensburg factory in Tampa, and he will be received back into the fold with delight by his many friends in the industry.

Mr. Pendas learned the cigar manufacturing business in Havana and has been associated with the industry in Tampa for more than forty years.

UNION TOBACCO COMPANY EARNED FIFTY-SIX CENTS ON COMMON

Report of the Union Tobacco Company for year ended December 31, 1928, shows net profit of $1,602,119 after taxes and charges, equivalent after dividends paid on Class A stock, to fifty-six cents a share on 695,182 no-par shares of common stock.

Income account for year ended December 31, 1928, follows: Net income after charges and federal taxes, $1,602,119; Class A dividends, $1,208,172; surplus, $393,947; previous surplus, $1,497,903; surplus adjustment on common shares issued in 1928, $262,225; total, $2,154,075; reserve for contingencies, $100,000; surplus December 31, 1928, $2,054,075.

Balance sheet of the Union Tobacco Company as of December 31, 1928, follows:

Assets: Machinery, fixtures, etc., less depreciation, $32,565; cash, $421,435; call loans, $1,200,000; marketable securities, $8,576,019; accounts receivable, $3,147,260; treasury stock, $344,000; inventories, $195,477; deferred charges, $9641; development account, $681,890; organization expense, $18,118; total, $14,626,405.

Liabilities: Class A stock represented by 176,496 no-par shares $4,412,400; common stock (represented by 695,182 no-par value) shares), $695,182; accounts payable, $6,841,083; provision for taxes, etc., $183,705; stock warrants to be exchanged for common stock, $37,916; contingent reserve, $100,000; dividends payable, $302,044; surplus, $2,054,075; total, $14,626,405.

INTERNAL REVENUE TAX ON CLASS A CIGARS MAY BE REDUCED TO $1.20 PER THOUSAND

Senator Fletcher has just introduced an Amendment reducing the internal revenue tax on Class A cigars to $1.20 per thousand, thus intending to make up the forty-cent increase in duty on wrappers.

N. C. B. M. A. ANNUAL CONVENTION

THE NATIONAL Cigar Box Manufacturers' Association held their tenth annual convention at the Ambassador Hotel, Atlantic City, on June 24th-26th, and proved a very pleasing event. Approximately one hundred persons attended, from all parts of the United States.

The Board of Directors held their meeting on Monday, and the business sessions opened on Tuesday morning in the Japanese Room of the hotel. Mr. Harrison was present as the personal representative of Mayor Ruffo of Atlantic City, and gave the convention a hearty welcome and presented them with the key to the city.

Judge Harold B. Wells, of Burlington County, N. J., also delivered a humorous address, which was heartily enjoyed.

Hugh P. Baker, of the Trade Association Department, of the Chamber of Commerce of the United States delivered an address at the Tuesday afternoon session. Mr. Baker said that "present-day conditions in industry are such that if for any reason the associations serving an industry is wiped off the map, in six months that industry would have to come together again for unified action in meeting its common problems.

"The importance of associations," he continued, "is evidenced by the newer attitude of the bankers of this country toward trade associations. Bankers are apparently deciding the credit to be extended in financing business activities more and more by a man's ability to come together with his competitors in a trade association."

On Tuesday evening a splendid shore dinner was enjoyed by the members and their families at the Knife and Fork Inn, and Charles Newcomb, of Cleveland, Ohio, delivered an address at the dinner on the science of laughter, which kept those in attendance doubled up with laughter for almost an hour.

The closing business session was held on Wednesday afternoon, at which time Harry W. Buckley, of Lima, Ohio, was re-elected president of the organization for the ensuing year.

The ladies present at the convention were guests of the association at luncheon on Wednesday, and also at the Apollo Theatre, where they witnessed Earl Carroll's "Sketch Book."

The closing event of the convention was the annual banquet, held in the Ambassador Hotel on Wednesday evening. Music for dancing and a splendid entertainment was provided.

The association will hold their next annual convention in Quebec, Canada, in June of next year.

FRIEND QUITS STEARN & COMPANY

Victor Friend, vice-president of the Herman Stern Company, and formerly manager of the company's Wall Street store, has resigned from the firm and expects to enter another line of business.

John Gruenert, former manager of the company's Madison Avenue store, will assume Mr. Friend's duties at the Wall Street store.

SHIP'S TOBACCO SEIZED AT NAPLES

Last Monday customs officers at Naples, Italy, confiscated all tobacco not manifested found in the quarters of the officers and crew on the Dollar Liner "President Hayes," just as the vessel was about to said. This is said to be the first time that such a raid had been made on a ship in that harbor.

NEW MEXICO TOBACCO TAX STATUTE SUSPENDED

SIGNATURES to the number of 39,091 were obtained to the Tobacco Tax Referendum Petitions in New Mexico, constituting over 25 per cent. of the qualified electors at the last preceding general election, and representing over 25 per cent. of the voters in each of twenty-eight counties.

This more than fulfills the constitutional requirements for a referendum.

The Secretary of State has accepted the petitions, verified the count, and has notified the Governor that the *Tobacco Tax Law stands suspended until the next general election to be held in November, 1930,* when the proposition as to whether or not the tax will be imposed will come up for a direct vote of the people.

The constitutional requirements for such a petition were indeed extremely difficult to meet, for it not only requires 25 per cent. of the votes cast at the last General Election, but there must be 25 per cent. of such voters in each of three-fourths of the counties. Thus, instead of confining the collection of such petitions to the larger towns it was essential to cover virtually the entire State. However, as already indicated, instead of twenty-four counties (three-fourths of the total number) twenty-eight counties came over the top.

It had been expected that some of the opposing taxpayers would institute a suit for a mandamus compelling the Secretary of State to declare the statute in force, but they later reached a decision not to institute such a suit, and no further difficulties are now anticipated.

The large number of signatures obtained to the referendum petition is looked upon as a favorable augury of the result of the popular vote which will be held on this measure next year, when we are more than confident that the gratifying result of the referendum in Oregon, where the tobacco tax was rejected by two to one, will be duplicated, if not excelled.

CIGAR BOX FACTORY FIRE

Fire at the Penn Box Company, McSherrystown, Pa., on June 5th caused damage estimated at between $15,000 and $20,000 before it was brought under control by the fire departments summoned to the scene.

The fire was discovered about eleven o'clock at night and was believed to have been caused by a short circuit in the wiring and had probably been smouldering for several hours before being discovered.

The blaze was confined to the nail department and the store room, and destroyed a considerable supply of lumber and a quantity of finished boxes.

BENITO ROVIRA FILES SCHEDULE

A schedule has recently been filed by the Benito Rovira Company, Incorporated, cigar manufacturers, listing liabilities at $40,247 and assets at $37,924, the main items being: notes and securities, $23,009, accounts receivable, $9663.

Principal creditors listed are Central Union Trust Company, $17,927; Rosenthal Brothers, Cigar Manufacturers, Incorporated, $7423, secured; and H. Duys & Company, $8140.

CIGAR AND TOBACCO SALES BY OHIO GROCERS

According to an analysis of sales of nine wholesale grocers in Ohio for the first ten months of 1928, by the Bureau of Business Research of Ohio State University, cigars, cigarettes and tobacco accounted for 13.2 per cent. of the total sales while sugar accounted for only 12.1 per cent.

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information

PHILADELPHIA.

AMERICAN CIGAR PLANT TO REMAIN

ALTHOUGH plans are at present being drawn for the expenditure of approximately $2,500,000 for the construction of a five-story factory building and two hundred machines for use in the manufacture of cigars, by the American Cigar Company, in Louisville, Ky., Vice-president C. A. Penn states that although most of the cigars manufactured by the company will be manufactured in Louisville when the plant is completed, some cigars must still be made by hand, and, for this purpose, a few of the old factories will be retained, notably the one at Philadelphia.

Mr. Penn states, "Plans for the new addition are being drawn now, but at such an early date it would be difficult to say just when the new plant will be completed. In all probability new machines will be installed in the old buildings very soon, and we will be making cigars there quite some time before the addition is completed."

There are two large buildings already on the site formerly used by the America Tobacco Company for the manufacture of "Tuxedo" smoking tobacco and "Lucky Strike" cigarettes. These buildings are being used as warehouses for storage of leaf tobacco.

The new building to be erected will be 80 by 200 feet.

"LA PALINA" DISTRIBUTOR IN TOWN

A. W. Ricketts, manager of the Lee & Cady, cigar department, of Detroit, Mich., was in town last week, and visited "La Palina" headquarters.

Willis Andruss, sales manager, of the Congress Cigar Company, has just returned from New York City, where he has been in connection with the change in management of the New York City branch distributing house, whereby Maurice Weinstein succeeds Archie Paley in the management of the branch.

CIGAR AND CIGARETTE ADVERTISING SHOWS SLIGHT DECLINE IN MAY

National magazine advertising by twenty-six advertisers shows a slight decline in May, 1929, as compared with the same month of 1928, according to figures published by Dorrance, Sullivan & Company, Incorporated, advertising agents, of New York City.

Total expenditures for national magazine advertising for May, 1929, were $2,313,344 while the figure for the same month in 1928 was $2,342,715.

BAYUK CONDITIONS SATISFACTORY

E. V. SHARROCK, divisional manager of Bayuk Cigars, Incorporated, has just returned from a visit to their distributing house in Erie, Pa., which is under the management of Jacob Unger, and reports an increasing demand in that territory for Bayuk products.

Reports coming in from all territories, indicate favorable increases in all parts of the country during the month of June, and June sales will be the largest for the Company in many years.

V. G. Shellar, manager of the Bayuk Cigars distributing branch in Indianapolis, Ind., stopped off in Philadelphia recently to confer with A. Joseph Newman, sales manager of the company, and to report a splendid demand for Bayuk products in his territory.

Mr. Shellar was accompanied by Mrs. Shellar and they were en route to Canada via New York State on a vacation trip.

SALES MANAGERS MEET IN PHILLIE

A meeting of the sales force of the American Tobacco Company was recently held in Philadelphia, and was attended by the leading executives of the organization.

Among those present were: Vincent Riggio, vice-president; F. S. Caldwell, Eastern sales manager; Frank Riggio, assistant sales manager, and all division managers of surrounding territory.

STEVE HERTZ HERE

Steve Hertz, of the D. Emil Klein Company, New York City, was a recent visitor here, assisting the local distributors of their brand, "Bradfield."

Yahn & McDonnell, of North Seventh Street, are distributors of the "Bradfield" for this territory and it has been meeting with a satisfactory demand in their local chain of high-grade cigar stands.

CARMICHAEL A VISITOR

A. J. Carmichael, the Carmichael Brothers, West Palm Beach, Fla., was a recent visitor in Philadelphia, making an inspection of factory conditions here as they effect the jobbing trade in the South.

To maintain a slender figure, no one can deny the truth of the advice:

"REACH FOR A LUCKY INSTEAD OF A SWEET."

Conflicting Arguments . . .

have been unable to halt the rapidly increasing tendency of the public to adopt Lucky Strike as its favorite cigarette. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679* physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority and is the truthful answer to selfish claims.

*The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED) George Hill
President,
The American Tobacco Company, Inc.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A PROTEST against the repeal of that provision of the Revised Statutes as prohibit the entry into the United States of imported cigars and cigarettes in quantities of less than 3000 per shipment, has been filed with the Senate Finance Committee by I. M. Ornburn, president of the Cigarmakers International Union. In a letter to the committee opposition also is entered against an increase in the tariff on imported Sumatra wrapper tobacco as provided in the Hawley tariff bill.

"Contrary to all legislative procedure," the protest asserted, "the House of Representatives has incorporated in the pending tariff bill a provision for the repeal of a section of the Revised Statutes. This section of the Revised Statutes is that which provides a limitation on the minimum number of Cuban cigars which may be imported at any one time.

"It should be evident to any sensible person that the repeal of this provision will mean that within a short time after the pending tariff bill becomes a law that there will be a number of fly-by-night mail-order Cuban cigar manufacturers, who, claiming to be manufacturers of Cuban cigars, will be able to send, via parcel post, small packages of Cuban-made cigars into America at much less than the same cigars could be made here.

"We fear also that the quality of such cigars will be so poor and the type of tobacco used in the manufacture of such cigars will be of such poor quality that there will be a heavy falling off in the demand in our country for cigars.

"This will be a loss to the American cigarmaker but also a heavy loss to the growers of American tobaccos as it should be evident that these imported cigars will be composed entirely of foreign-grown tobaccos.

"We honestly believe that the increase in the tariff rates on tobacco wrappers will make it impossible to offer American-made cigars, the fillers and binders of which are made from American-grown tobaccos, at a price at which the general public will continue to purchase this class of goods.

"This decreased demand for American-made cigars will be injurious to our own membership, but in addition we sincerely believe that this increase in tariff rates will be harmful to the growers of American tobaccos especially to those who raise binder and filler tobacco.

"The pending tariff bill, while pretending to help the American tobacco raiser by increasing the duty on wrapper tobaccos, has in reality injured both the cigarmaker and the tobacco planter. The pending tariff bill carries an increase of forty cents per pound on wrapper tobacco, which means an increase of eighty cents per thousand in the cost of making American cigars.

"We know that there are a number of American cigar manufacturers who are today marketing their product at a net margin of not more than 50 cents per 1000. The adoption of this increased duty on wrapper tobacco means that these men will either have to reduce the size or the quality of their product or increase the price which they now receive for their product. The adoption of either of these measures will mean the loss of considerable work to American cigarmakers and will also mean that the growers of American tobaccos will suffer a lessened demand for their product.

"In addition to the injury which the increase in the duty on wrapper tobacco will mean to the American cigar industry we note that while the pending tariff bill carries this increase in the duty on the raw material, which we use, that there has been no increase in duties on imported cigars made entirely from tobaccos grown in foreign countries. Surely, it is not fair to increase the cost of our raw material and still permit the present tariff rates to remain in effect on the finished cigars."

Consumers Depend on Trade-Marks

Consumers place a great deal of dependence upon trade-marks and brands when purchasing merchandise, it has been found by the Federal Trade Commission in its investigation of resale price maintenance, in connection with which the Commission recently queried consumers as to whether brands and trade-marks are regarded as indicating or guaranteeing quality.

Analysis of the replies showed that approximately 50 per cent. of the consumers were unqualifiedly of the opinion that brands and trade-marks represented quality products, while answers of various sorts, indicating that they believed to some extent that brand and trade-marks on merchandise guaranteed quality, were made by another 31 per cent. Many of the replies, however, according to the Commission, made it clear that judgment as to the value of the trade-mark was reserved until the merit of the goods and the honesty and integrity of the manufacturer, in establishing or maintaining the quality, had been determined. About 17.5 per cent. stated definitely that they placed no reliance upon them as guarantees of quality.

A number of consumers declared they placed no dependence upon trade-marks and brands because in many cases manufacturers allowed quality to fall after wide distribution was secured, while others exercised the opinion that unbranded goods often are just as good or better at the same or lower prices.

(Continued on Page 16)

I'll back P.A. against them all

I SAW P.A. come into the picture some nineteen years ago. I saw it nose out the leading brands of the day. With steady gait, it showed a clean pair of heels to the field. I know and you know that it has maintained its lead ever since. And you and I know *why!*

The minute you open the tidy red tin and let that fragrance fill the air, you're ready to cheer for P.A. Then you load up and light up. . . . Cool as a judge deciding the winner. Sweet as a blue ribbon for your favorite. Mild and mellow and long-burning.

No wonder more P.A. is smoked than any other brand. No wonder Prince Albert counts its friends by the million. If you don't know all this by personal experience, it's high time you found out. Get going today with good old P.A. That's *my* tip, Gentlemen.

More for your money in every way — TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

MANILA NEWS NOTES

Manila Business Improves

Since the settlement of the cigarmakers' strike, which terminated at Manila April 29th, shipments have picked up and business is regaining the position it held a year ago. Shipments for May, although 300,000 less than the corresponding month of 1928, should have equalled or surpassed last year's figures, if the factories affected by the strike had been in position to get out thei rnormal shipments.

Isabela Tobacco

Owing to the low price prevailing for Isabela and Cagayan tobacco, it is reported that the planters have curtailed their acreage in North Luzon this year, and that the crop estimated is only about 60 per cent. of what it was a year ago. Farmers are planting more corn and rice than formerly. It is also reported that the stocks of old tobacco held by Manila cigar factories is large and that they have enough to carry them over for a year or two. It is admitted, however, that tobacco prices are likely to increase and that there will be keen competition among the factories if the small Isabela crop shows a large percentage of good quality tobacco.

Tobacco Agent Active

David F. Morris, Philippine tobacco agent, has been calling on the jobbers and retailers of Oklahoma, Missouri and Kansas the past fortnight. He reports that Manila importers have some very good accounts in the territory visited and that standard Manila 5-cent cigars are making progress. There remains, however, an opportunity to increase the business. A number of small independent jobbers are very much alive to the opportunity to increase sales on good merchandise.

Ask for Cooperation

The Philippine Tobacco Board has passed another appropriation to cover the period from July 1 to December 31, 1929. It is estimated that the board will ask the factories to contribute an amount equal to that allotted them by the Tobacco Board for advertising purposes. If this is carried through it will please American importers who are endeavoring to stabilize their brands in various sections of the country. Brand building without the support of consumer advertising is a slow and tedious process.

CIGARS AND CIGARETTES LEADING INDUSTRY IN NEW YORK CITY

According to Dorrance, Sullivan & Company, Incorporated, advertising agents, New York City, the cigar and cigarette industry holds eleventh place among the leading industries in New York City.

In 1927 women's clothing headed the list with production valued at more than one billion dollars. The cigar and cigarette industry held eleventh place with a production value of $84,736,154.

B. G. DAVIS RESIGNS

B. G. Davis, president of the B. G. Davis Cigar Company, which manufacturers private brands for the Schulte Cigar Stores Company, has resigned from that company after being associated with it since its foundation twenty-five years ago.

The B. G. Davis Cigar Company was included in those companies recently acquired by the Union Cigar Company.

OVERWHELMING CASE FOR LOWER TARIFF

A SPECIAL bulletin from the Tobacco Merchants Association of New York City states: "The hearing on the cigar wrapper tariff before the Subcommittee of the Senate Finance Committee, consisting of Samuel M. Shirtridge, Chairman; Reed Smoot, James E. Watson, Pat Harrison and Tom Connally, was finally closed on Saturday, June 15th, noontime, after the examination of not less than twenty-one witnesses, sixteen of whom have urged a lower duty on Sumatra wrappers, while only five appeared to advocate not only the retention of the 40 cent rise passed by the House, but an additional increase of $1 per pound, so as to make unstemmed wrappers dutiable at $3.50 per pound.

No one can read the stenographers' record of the 212 typewritten pages of testimony now before us without reaching the conclusion that the lower duty advocates have presented an overwhelmingly strong case and that the proponents for a higher tariff have made an extremely poor showing.

Our judgment in this matter may perhaps be biased, but here is the significant remark of Senator Pat Harrison, of Mississippi, appearing on page 115 of the stenographers' minutes, after the committee had heard from Mark W. Monroe, the chief spokesman for the Florida and Georgia shade growers, to wit:

"Mr. Chairman, it seems to me that we have heard from Connecticut and these Pennsylvania and other people, and I am interested to hear from the Florida and Georgia fellows. We heard Mr. Monroe yesterday, but it seems to me that the burden is upon them to show the necessity for and sustain this increase."

This observation, or these remarks on the part of Senator Harrison are of particular significance, in view of the fact that the Senator has shown such deep interest in the matter throughout the hearing, as indicated by his cross-examinations of the witnesses.

It may be added that the high tariff advocates have not only been overwhelmed by the large number of spokesmen for a lower tariff, but also by the convincing, irrefutable and unanswerable mass of facts that have been presented in support of our contentions for a reduction of the existing tariff, and most certainly against the increase passed by the House.

Appearances for Lower Tariff

Among those who testified or submitted briefs to the committee, in favor of a lower tariff, were the following: Nathan I. Bijur, of National Cigar Leaf Tobacco Association; Joseph Alsop, of J. W. Alsop, Incorporated; Hon. Able Merlin Hull, Congressman of Wisconsin; Harley W. Jefferson, of P. Lorillard Company; Fred Schaeffer, Ohio Tobacco Growers; Jacob Mazer, of Mazer-Cressman Cigar Company; O. C. Cunningham, Ohio Tobacco Growers; Leslie W. Newberry, Committee of Independent Connecticut Tobacco Farmers; Harry I. Bobrow, of Bobrow Bros., Incorporated; Harvey L. Hirst, of Bayuk Tobacco Company; Cyrus H. Good, of Pennsylvania Tobacco Growers Association; D. F. McCarthy, of H. Fendrich, Incorporated; Manuel L. Perez, of Cigar Manufacturers Association; N. N. Smith, of N. N. Smith Company; Lloyd D. Bower, of Mazer-Cressman Cigar Company, Incorporated; and Charles Dushkind, of Tobacco Merchants Association of the United States. Joseph N. Eppley and Mr. Jas. G. Driscoll of R. G. Sullivan, and Mr. N. N. Smith of Noah N. Smith Co., Frankfort, Indiana, were also present.

(*Continued on Page 12*)

THE HALL OF FAME
After all nothing satisfies like a good cigar
LESCHEY-MYERS-CIGAR BOX CO.
YORK-HANOVER-PHILADELPHIA
GLOBE BOX CO.
LIMA, OHIO.
MANUFACTURERS L-M-GLOBE CIGAR BOXES.
The Best Cigars are packed in Wooden Boxes

SALES OF "OLD GOLD" INCREASE

SALES of "Old Gold" cigarettes in May, 1929, were the largest for any one month to date, and the P. Lorillard Company is reported to be turning out about 35,000,000 "Old Gold" cigarettes a day at the present time.

Daily averages for the first five months of this year was 32,000,000 to 33,000,000 as against 23,000,000 to 28,000,000 for the full year 1928, and approximately 20,000,000 a day for the first five months of 1928.

Other business of the P. Lorillard Company is reported to be proceeding satisfactorily, and earnings from these departments showing a substantial gain for the first five months of this year as compared with the same period of 1928.

OLD GOLD—PAUL WHITEMAN HOUR

One of those haunting melodies that have been written about the barren wastes of Russia—"Song of Siberia"—will be featured by Paul Whiteman and his Old Gold Orchestra during the Old Gold Hour to be broadcast from Station KMTR, Universal City, on Tuesday, July 9th, from 9 to 10 P. M., Eastern Daylight Time. It will be vocalized by Bing Crosby, baritone. Forty stations of the Columbia System will rebroadcast the entire Old Gold program nationally. "Drigo Serenade," an unusual waltz number, is another selection in this group.

The Master of Jazz, in response to many requests, will have his Rythm Boys sing both "Canoodle-Oodle Along" and "Meander in the Meadow," two popular song hits. For this mid-summer program, several old-time favorites, for the most part, fox trots, have been selected. These numbers include: "Carolina in the Morning," "The Sun Is at My Window" and "Sweet Georgia Brown."

FIRST AUTOMATIC STORE AT RYE, N. Y.

The first all-automatic stand operated entirely by robots has been opened in the amusement park known as "Playland," at Rye, N. Y.

The robots dispense about sixty items, including candy, nuts, cigarettes, chewing gum, pipes, handkerchiefs, cold cream, and such other items as are adaptable to machine selling.

There are machines to make change for the customers so that not one sales clerk is needed in the stand.

FORMER LEAF MAN DEAD

Julius Lichtenstein, who was connected with the leaf tobacco firm of Lichtenstein Brothers, in the leaf tobacco district of New York City, for more than fifty years, passed away in New York City on June 6th as the result of being struck by an automobile.

Following the retirement of Mr. Lichtenstein from active business several years ago, the name of the firm was changed to J. B. Lichtenstein & Company. He was more than eighty years old.

WILLIAM BAIR DEAD

William B. Bair, brotherof Harvey and Benjamin Bair, of the firm of C. E. Bair & Sons, cigar manufacturers of Harrisburg, passed away at his home in York, Pa., on May 29th, following an illness of several months.

Funeral services were held on Saturday morning, June 1st. He was fifty-seven years of age.

FATHER'S DAY SUCCESSFUL

ACCORDING to reports from Mannie Freeman, director of the Father's Day movement since its inception, and sponsored by the National Board of Tobacco Salesmen's Associations, all official posters were sold some time before the event and those who featured the posters and made a concerted effort to increase their sales during the week prir to June 17th were rewarded with an excellent increase in business.

One notable feature of the event this year was the large amount of sales made to women, and reports from practically all parts of the country would seem to indicate that the retail cigar dealer has begun to realize the possibilities for increased sales for gifts for Father's Day, and that this year's efforts were the most successful since Mannie Freeman and the National Board have been trying to put the idea across.

SCHULTE TO REDUCE OTHER PRODUCTS

Following the reduction in price of cigarettes and cigars, it is reported that the Schulte Cigar Stores will make a further reduction in the prices of smoking tobaccos, playing cards, razor blades and candies.

Present plans of the management of the chain will give the chain one hundred more stores in the near future, and it is reported that fifteen leases for new locations have recently been signed.

It is understood that the Schulte management stands ready to revise their prices upwards whenever their competitors are willing to do likewise.

Richard Pinney and Henry J. Pinney, of the H. E. Shaw Company, one of the largest cigar and tobacco distributors in the New England States, located at Worcester, were recent visitors in New York City.

OVERWHELMING CASE FOR LOWER TARIFF

(*Continued from page 12*)

Appearances for Higher Tariff

While those who appeared before the committee, in favor of a higher tariff, were the following: Forrest B. Coulter, of John H. Swisher & Son; Lee R. Munroe, Florida & Georgia Tobacco Growers; Olcott F. King, of Hartford Leaf Tobacco Dealers Association; Mark W. Monroe, of Florida & Georgia Tobacco Association; and N. Howard Brewer, of Northwestern Tobacco Growers Association.

The two months' recess of Congress will, of course, provide the trade with ample opportunity to carry on needful and proper activities, and needless to say, that the T. M. A. will devote every bit of energy at its command to carry on a systematic, most intensive and nation-wide campaign, to the end that the cigar industry may secure the much-needed relief.

And finally, we can not close this bulletin without expressing our deepest gratitude to those who, undoubtedly at great sacrifices, have come to Washington to attend the hearing and remained there, some of them for three days, in spite of the unendurable sweltering heat.

Surely, with such army so unselfishly battling for the interests of the industry, the cigar industry has every reason to feel safe, as against any legislative attacks.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

EPIDEMIC OF TOBACCO TAX LEGISLATION COMING TO AN END

A SPECIAL bulletin from The Tobacco Merchants Association states that "with the passing out of the current legislative season, which is the ninth year since the first State tax on tobacco products was adopted, it is deemed proper that we submit a summary of the State Tax Legislation directed against the tobacco industry and final disposition thereof since January first last, with some references to similar legislation in prior years, beginning with the year 1921 when, in the State of Iowa, the first State Tobacco Tax measure was adopted.

At the outset, may we not be permitted to express our genuine belief that our industry may well feel gratified in having emerged from one tax legislation epidemic after another in the last nine years with but few mishaps.

When we consider the fact that within virtually the same period that States first started to tax both gasoline and tobacco, the gasoline tax has been enacted in all the forty-eight States of the Union, while the tobacco tax can now be found only on the statute books of twelve States, with a strong possibility of a reversal in two States by referenda (Michigan and New Mexico), we can only see renewed and more vivid manifestations of our industry's strength to withstand and combat all unjust attacks, legislative or otherwise.

Since 1921, the tobacco industry has been faced with such tax measures in not less than forty-four States and at 105 legislative sessions, for it is to be noted that in some of the States, such tax measures have made repeated appearances at one session after another, besides the repeal of the tobacco tax measures in Louisiana and in Kansas City, Mo., and the rejection of a similar act by popular vote in Oregon. And to this may be added the repeal of all the left-over old time tobacco prohibition laws witnessed during the same period, as well as the reduction of over $20,000,000 of the Internal Revenue Taxes on cigars, passed in 1926.

Thus, it is no exaggeration to say that barring the gasoline taxation, the tobacco industry since 1921 has been harassed and seriously menaced by State legislation from year to year, more than any other industry in the United States.

Those who have participated in the activities to save our industry from State Taxation in their own States will readily realize what it means for any industry to be thus attacked by tax legislation simultaneously in thirty or more State Legislatures, all sessioning at the same time. Yet, the current season has been by far the most difficult, and certainly the longest and most menacing one that we have ever witnessed. And, while we would, of course, have been much happier to present an absolutely clean slate, we feel nevertheless, that considering all the circumstances, there is every reason to be gratified with the results achieved, as shown below

New Tax Bills Enacted

Michigan: Senate Bill No. 251—Tax on cigarettes at rate of 1 cent on each 10 cigarettes or fractional part thereof. This measure does not go into effect until 90 days after the final adjournment of the legislature, or about August 27, 1929.

A referendum petition is now in circulation, however, and if the necessary number of signatures thereto are obtained, it will have the effect of suspending the operation of the statute pending the result of the vote

(Continued on Page 14)

"Folks, how can I make Whoopee *up here* . . . when *down in front* the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.
"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.
"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."

(SIGNED) Eddie Cantor

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

EAT A CHOCOLATE . . . LIGHT AN OLD GOLD . . . AND ENJOY BOTH

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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EPIDEMIC OF TOBACCO TAX LEGISLATION

(*Continued from Page 13*)

on the referendum at the next general election to be held in November, 1930. No difficulty is anticipated in securing the required number of signatures.

New Mexico: Senate Bill No. 93—imposing taxes on all tobacco products.

By its terms, this act would become effective on July 1, 1929. However, the necessary number of signatures to a referendum petition have been obtained to secure a suspension of the statute until the next general election in November, 1930.

Existing Tax Rates Changed

Tennessee: An effort to increase the existing cigarette tax rate to 4 cents a package, and to make the jobbers affix the tax stamps was defeated. However, the rate on cigarettes was finally increased from the old rate of 10 per cent. of the intended retail price to one-tenth of a cent on each cigarette, provided, however, that cigarettes retailing at more than 1 cent each shall be taxable at the old rate of 10 per cent. of the retail price.

Tax Bills Now Pending

Wisconsin: Senate Bill No. 124—Tax on cigarettes. Reported favorably in the Senate with an amendment providing for submission of proposed tax to a vote of the people at the general election to be held in November 1930. Since killed.

Also Senate Bill No. 173—Tax on cigarettes; but this measure is still in committee and apparently will remain dormant there, attention being focused on Senate Bill No. 124.

Tax Bills Anticipated

The second special session of the **Texas** Legislature is now on, and according to news reports, it appears likely that a tobacco tax measure will make its appearance, although no such measure has yet been introduced.

Tax Measures Killed

(*Legislature adjourned sine die.)

1. *__Arizona: House Bill No. 74__—Tax on all tobacco products.

2. *__Arkansas__: Numerous measures to increase the cigarette tax rate; extend the tax to tobaccos and snuff; and to require jobbers to affix the tax stamps instead of the retailer.

Note: The only measure passed was one dealing solely with the administration and enforcement of the law.

3. *__California: Senate Bill No. 864__—Tax on all tobacco products.

4. *__Colorado: House Bill No. 312__—Cigarette tax.
__House Bill No. 408__—Tax on all tobacco products.
__House Bill No. 407__—Cigarette tax.
__House Bill No. 408__—Tax on all tobacco products..

5. *__Connecticut: House Bill 355__—Cigarette tax.

6. *__Delaware: House Bill No. 82__—Cigarette tax.

7. *__Florida: House Bill No. 716__—Tax on all tobacco products.
__House Bill No. 944__—Tax on all tobacco products, cosmetics, etc.

8. *__Idaho: House Bill No. 111__—Cigarette tax.
__House Bill No. 314__—Tax all tobacco products.

9. (a) __Illinois: House Bill No. 150__—Cigarette tax.
__Senate Bill No. 245__—Cigarette tax.

10. *__Indiana: House Bill No. 116__—Cigarette tax.
__House Bill No. 333__—Tax all tobacco products.

11. *__Iowa: Senate Bill No. 109__—Increasing cigarette tax rate.
__House Bill No. 313__—Extending cigarette tax to cigars and tobacco.
__House Bill No. 523__—Increasing cigarette tax rate.

12. *__Kansas: Senate Bill No. 101, House Bill No. 184__—Extending existing cigarette tax to cigars and tobacco.

13. *__Maine: House Bill No. 1606__—Tax on tobacco products.

14. *__Minnesota: House Bill No. 5__—Cigarette tax.
__Senate Bill No. 578—Cigarette tax.__

15. *__Missouri: House Bill No. 226__—Tax all tobacco products, amusements, etc.
__House Bill No. 796__—Cigarette tax.

16. *__Montana: House Bill No. 146__—Tax, cigars and cigarettes.

17. *__Nebraska: Senate Bill No. 98__—Cigarette tax.
__House Bill No. 116__—Cigarette tax.
__House Bill No. 299__—Bank bill to which cigarette tax was added, but eliminated before final passage.

18. *__New York: Assembly Intro. No. 1507__—Tax all tobacco products.

19. *__N. Carolina: Senate Bill No. 277__—General sales tax, including tobacco products under a 10 per cent. levy.
__House Bill No. 477__—Tax, cigars and cigarettes.
__House Bill No. 808__—Sales tax, including manufacturers of tobacco products.

20. *__N. Dakota__: A strong agitation had been going on in this State for a measure extending the cigarette and snuff tax to cigars and other manufactured tobacco products. Advance activities were promptly inaugurated, with the result that no bill was introduced.

21. *__Ohio: House Bill No. 328__—Cigarette tax.

22. *__Oklahoma: House Bill No. 37__—Tax all tobacco products.

23. *__Oregon: House Bill No. 484__—Sales tax, including all forms of tobacco under a special levy.

24. *__S. Dakota__: Numerous measures to increase the cigarette tax rate as well as to extend the tax to cigars and tobacco.

Note: The only measure passed was one dealing with the administration and enforcement of the cigarette tax, the tax rates remaining unchanged.

25. *__Tennessee__: Several measures intended to make the jobbers affix the tax stamps instead of the retailers.

Note: See 'Existing Tax Rates Changed' for change re cigarette tax rate.

26. *__Texas__: The Tax Survey Commission in its report to the Governor, mentioned a cigarette tax as a source of revenue, and in view of the tax difficulties experienced in the past in this State, a tax bill was expected. Prompt advance activities were inaugurated in this State, with the result that they have succeeded in staving off the introduction of such a bill.

27. *__Utah: Senate Bill No. 45__—Increasing cigarette tax rate.
__House Bill No. 77__—Extending cigarette tax to cigars and tobacco.

28. *__Vermont: House Bill No. 132__—Tax all tobacco products.

29. *__Washington__: There was some agitation in this State for a tobacco tax, and a tax bill had been expected. However, this development was averted, and no such bill made its appearance in the Legislature.

30. *__W. Virginia: Senate Bill No. 61, House Bill No. 142__—Tax all tobacco products.

31. *__Wyoming__: There was considerable agitation for a tobacco tax in this State. Prompt advance activ-

(Continued on Page 18)

CIGAR PRODUCTION GAINS IN MAY

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1929, and are issued by the bureau. (Figures for May, 1929, are subject to revision until published in the annual report):

Products	*May, 1928*	*May, 1929*
Class A .....No.	267,685,905	313,510,440
Class B .....No.	53,402,653	51,865,643
Class C .....No.	207,159,008	191,391,960
Class D .....No.	11,292,770	13,834,170
Class E .....No.	1,960,346	1,810,336
Total.....	541,500,682	572,412,549
Cigars (small) .....No.	39,672,893	40,670,506
Cigarettes (large) ....No.	696,115	951,594
Cigarettes (small) ....No.	8,891,803,107	11,168,406,693
Snuff, manufactured ..lbs.	3,282,629	3,231,800
Tobacco, manufactured..lbs.	29,758,962	30,128,326

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the Month of May:

Products	*May, 1928*	*May, 1929*
Cigars (large):		
Class A .....No.	10,180,445	13,142,775
Class B .....No.	542,100	689,000
Class C .....No.	1,012,228	1,112,500
Class D .....No.	7,500	.....
Class E .....No.	.....	5,000
Total.....	11,742,273	14,949,275
Cigars (small) .....No.	500,000	760,000
Cigarettes (large) .....No.	403,000	375,000
Cigarettes (small) .....No.	57,500	60,000

Tax-paid products from the Philippine Islands for the month of May:

Products	*May, 1928*	*May, 1929*
Cigars (large):		
Class A .....No.	13,591,435	10,730,975
Class B .....No.	520,043	151,103
Class C .....No.	83,552	39,438
Class D .....No.	700	.....
Class E .....No.	5	210
Total.....	14,195,735	10,921,726
Cigarettes (large) .....No.	200	.....
Cigarettes (small) .....No.	240,240	263,070
Tobacco, manufactured..lbs.	59	153

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Internal Revenue Collections

Objects of Taxation	*May, 1928*	*First eleven months, Fiscal year May, 1929*
Tobacco manufactures:		
Cigars	$21,141,030.83	$20,968,032.65
Cigarettes	272,748,849.32	309,505,955.27
Snuff	6,862,890.63	6,535,213.06
Tobacco, chewing and smoking	57,288,644.10	55,927,206.22

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

SMOKE CIGARS IF YOU WISH TO ENJOY TOBACCO WITHOUT SHOCK TO YOUR NERVOUS SYSTEM—

is advice of world-renowned surgeon

DOCTOR HENRI BRODIER
Chief of the Surgical Clinic of the Paris Faculty

By featuring the testimonials of the world's greatest Doctors, La Palina's Spring 1929 Advertising Campaign is doing more to convert new and old smokers to the cigar than any other campaign ever published.

LA PALINA

News from Congress

(Continued from page 8)

The Commission also queried the consumers as to whether they regarded branding or trade-marking and widespread advertising of goods as affording assurance of a reasonable price, only 35 per cent. of the answers being in the affirmative.

Credit Plays Tremendous Part in Business

The tremendous part played by credit in the retail business of the country is indicate by the fact that one-third of department store sales, two-thirds of automobile sales and considerably more than half of all grocery store sales are made on credit, it is developed in a preliminary report on the national retail credit survey which is being made by the Domestic Commerce Division of the Department of Commerce.

The most significant feature of the entire situation, however, is the low ratio of bad debt losses, the average loss of department stores being only 0.4 per cent. on regular account sales and 1.1 per cent. on installment sales; while automobile dealers show a loss of 0.9 per cent. on open credits and 0.4 per cent. on installment sales, and grocery stores show a percentage of bad debts on charge accounts of 0.6 per cent.

Credit extension is one of the outstanding problems confronting the retail business man today, and one on which there is a serious lack of information, it is pointed out by department officials in their preliminary report. With this situation in mind, the department, at the request of the National Retail Credit Association, last year began a nation-wide survey of retail credit. The data secured have not yet been analyzed, but information regarding department, automobile and grocery sales was compiled in order that it might be laid before the annual convention of the National Retail Credit Association at Nashville.

Study of the reports received from department stores indicates that installment selling is increasing rapidly. The returns from this class of establishments showed that between 1925 and 1927 installment sales increased more than 15 per cent., as compared with 6.7 per cent. for open credit sales and 0.2 per cent. for cash sales. Installment sales, however, represent only six per cent. of the total value of business.

Whether the information regarding department store sales will be found applicable to other trades has not yet been determined. The bureau now is engaged in an analysis of the great mass of data which was compiled during the field work and a large number of additional responses to questionnaires are now being received as a result of follow-up letters which have been sent recently to all merchants who did not respond to the first request. For the purpose of sending questionnaires, names and addresses of retail merchants throughout the country were supplied by more than 1000 local bureaus of the credit association and, in towns and cities with a population over 5000, where there were no credit association bureaus, the local chambers of commerce and merchant associations were asked to furnish names and addresses.

Air Mail Addressed Carelessly

Business men using the air mail for the purpose of saving time are no more careful regarding the addressing of their communications than they are when sending them by regular mail, it is indicated by reports from Frank B. Staley, superintendent of the Division of Dead Letters in Washington.

More than 150,000 communications a year are sent to the dead letter offices in Washington, New York and Chicago from the air mail service. These letters, it is pointed out, are only those which bear no return card and are no indication of the great number of air mail letters which are returned to senders because of faulty address.

One of the significant features of the dead letter air mail is the fact that many of the undeliverable communications contain enclosures of value. Many of these letters, it has been found, contain orders for merchandise sent in by merchants and individuals to manufacturers and dealers, while a large number of letters contain currency, checks, drafts or money-orders.

Upon receipt of undeliverable air mail every effort is made by the dead letter division to handle it promptly, it being realized that business men use the air mail for the purpose of saving time. As a result of this, the mail coming into the dead letter office each day is handled within twenty-four hours and, if its contents give any indication of the sender or addressee it is out of the office and on its way within one day.

Every business man using the air mail service, and, in fact every business man using the mails at all, is urged by Mr. Staley to show plainly on the outside of the envelope his name and address so that, if for any reason, the communication can not be delivered to the addressee it may immediately be returned to him. Where a communication goes to the dead letter office it is returned to the sender, if he can be identified, with a charge of three cents, which, while a small amount, can mount into a considerable sum, as one big concern found when 4000 of its communications were returned by this means.

How the Tariff Law Works

In view of the great interest manifested in the new tariff, it is believed that business men throughout the country are not thoroughly familiar with the manner in which a tariff law operates. Numerous inquiries are being received in Washington as to when the new tariff will go into effect and how it will apply to goods en route on the day it becomes effective.

The new tariff law, with certain exceptions definitely named therein, will be made operative the day following its signature by the President. The Executive, however, has ten days after final passage of the bill by Congress in which to express his approval or disapproval, and may delay signing the bill until very nearly the expiration of that period if he so desires.

Shipments of merchandise en route to the United States on the date the new law goes into effect, even though shipped prior to its being signed by the President, will be subject to the new rates without regard to the dates when they were shipped, the bill applying to all goods received at a United States port on or after the date on which the measure becomes operative.

It is not anticipated that the new law will go into effect until October or November, it now being planned to have Congress recess until Labor Day, the bill being reported to the Senate by the finance committee thereafter and then taken up for debate. It will not be passed through the Senate with the same expedition that marked its adoption by the House of Representatives, and, even after being passed by the Senate, there will be a further delay while a conference committee representing both bodies works out compromises on changes which are to be made by the Senate.

THE TOBACCO INDUSTRY OF THE PHILIPPINE ISLANDS

WHILE it is too early to obtain accurate estimates of the Philippine tobacco crop for 1928-29, preliminary figures indicate a reduction from last year's crop of about twelve million pounds, chiefly in the Cagayan and Isabela Districts, according to information received in the Tobacco Section of the Department of Commerce from American Trade Commissioner G. C. Howard.

It is now estimated that there are 84,000 hectares (207,000 acres) under tobacco, and that the average yield will be between 1100 and 1200 pounds per hectare, a total crop for the Islands of about 90 million pounds, or about the same amount produced before the World War. The average leaf production for the Islands during the period 1926-1928 was about 104 million pounds, valued at approximately five and one-half million dollars.

In 1927-28, there were 81,543 acres under tobacco in Isabela and Cagayan, but this is reduced for the present crop by 10 per cent. to 15 per cent., owing to the destruction of seed beds by floods in November, 1928; further floods in January, 1929, destroyed numerous fields. Thus, it is estimated that the output of Cagayan and Isabela Provinces will be reduced by over 20 per cent. The 1927-28 crop of the two provinces was 43,347,000 pounds, and the coming crop is expected to be around 30,000,000 pounds.

Present weather conditions (April 13), both in the Cagayan Valley and other tobacco producing districts, are good.

The average yield per acre of tobacco in the Philippines is little more than 500 pounds and the price paid to producers is about six cents per pound.

The following tables show the production, area cultivated, yield, average price, and farm value of the Philippine crops for 1927 and 1928:

Production of Tobacco in the Philippine Islands, 1910-1929

	Pounds
Ten-year average 1910-1919	93,096,678
1920	143,064,285
1921	116,400,675
1922	65,977,064
1923	72,324,108
1924	95,509,886
1925	92,377,149
1926	100,196,070
1927	110,563,325
1928	101,668,915
1929	**90,000,000

Details of Production in 1927 and 1928

	1927	*1928*
Acres cultivated	*81,543	198,866
Total production in lbs.	110,563,325	101,668,915
Pounds per acre	532.8	491.8
Cents per pound	6.0	4.6
Farm value in dollars	6,590,420	4,667,385

*Isabela and Cagayan Provinces only.
**Estimated.

Sources: Statistical Bulletin of the Philippine Islands; Report of the Governor-General of the Philippine Islands; Bureau of Agricultural Statistics of the Philippine Islands.

The method of purchasing tobacco in the Philippine market renders it impossible to give prices paid growers by the various grades. Unlike the buying methods of the United States, where each tobacco growing section of the country produces a definite type which is purchased at collection centers strictly on grades, buying in the Philippines is done by the bale; and, owing to imperfect production and sorting methods, each bale of tobacco may contain any proportion of the five grades generally quoted on Philippine markets.

The uncertainty as to the contents of any bale of tobacco is illustrated by the buying methods of one of the largest cigar manufacturers. When purchases are made from dealers, in a negotiation for instance of 500 bales, ten or fifteen bales will be opened in the warehouse of the dealer. On the basis of the average run of bales examined, fifty bales will be purchased and worked up, and an option taken on the remaining 450. No definite offer is made for the 450 bales until the fifty bales have been worked up, and then the offer is based on the actual proportions found in the fifty-bale sample.

Three cigar companies have their own buying organizations in the Cagayan Valley and purchase the bulk of their requirements direct from the growers in the Provinces of Isabela and Cagayan. Only the emergency requirements of these three large manufacturers are bought through Manila dealers. The small factories purchase practically all their requirements from Manila dealers.

Distribution agencies through which tobacco reaches the Manila market from the grower are very similar to those found in the collection of all Philippine

(Continued on Page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EDWARD BAUM:—45,501. For all tobacco products. June 12, 1929. Medal of Honor Cigar Co., Inc., New York, N. Y.

CHOEDEN HALL:—45,502. For all tobacco products. June 12, 1929. George Schlegel, Inc., New York, N. Y.

OLD KENT:—45,506. For all tobacco products. September 5, 1928. E. Popper & Co., Inc., New York, N. Y.

THORNDYKE:—45,508. For cigars. June 13, 1929. Waitt & Bond, Inc., Newark, N. J.

TRANSFERS

SAN VEGA:—15,990 (Tobacco World). For cigars, cigarettes, smoking and chewing tobacco. Registered August 22, 1908, by The Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by the Bucher & Bucher Co., Dayton, Ohio, and re-transferred to S. C. Kling Co., Dayton, Ohio, on June 10, 1929.

PRIZE DE KEY WEST:—4,315 (Trade-Mark Record). For cigars. Registered August 23, 1887, by George Schlegel, New York, N. Y. Transferred to Nic. Althaus Co., New York, N. Y., June 17, 1929.

EDWARD BAUM:—45,501 (T. M. A.). For all tobacco products. Registered June 17, 1929, by The Medal of Honor Cigar Co., Inc., New York, N. Y. Transferred to Edward Baum, Lynn, Mass., June 21, 1929.

HENRY WARD BEECHER:—1,888 (Legal Protective Association). For cigars. Registered February 26, 1885, by Bondy, Lederer & Co., New York, N. Y. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to Cosmopolite Cigar Co., Dallastown, Pa., June 12, 1929.

KENT SPECIAL:—15,178 (Tobacco World). For cigars. Registered July 6, 1905, by Selak & Hoffman, Wilmington, Del. Transferred to E. Popper & Co., Inc., New York, N. Y., June 8, 1929.

EPIDEMIC OF TOBACCO TAX LEGISLATION

(Continued from Page 14)

ities were inaugurated prior to the session, which resulted in the rejection of this proposition at a pre-legislative conference under the direction of the State Board of Equalization, which had the effect of staving off any such measure.

Note: (a) Legislature due to adjourn in a few days.

Three Tobacco Tax Referendums Likely in 1930

The New Mexico and Michigan tobacco tax measures, passed this year, are already in the process of being submitted to referendums, while the Wisconsin tax bill, which is still pending providing that the question of taxing cigarettes be submitted to a referendum, is also likely to be passed, although the opposition thereto is being continued with no abatement.

Thus, in 1930, we will probably have the tobacco tax question passed upon by popular vote in three States, and judging from the result of a similar referendum held in Oregon, where the tobacco tax measure was rejected by over two to one votes, there is every reason to hope that the tax measures in the three States mentioned, will be decisively rejected.

The three referendums, if successful, coupled with the Oregon referendum, will undoubtedly have a far reaching effect upon future tobacco tax legislation and may mean the end of our industry's troubles in that regard."

TOBACCO INDUSTRY OF THE PHILIPPINES

(Continued from Page 17)

products. Practically all the tobacco dealers are Chinese. These dealers advance money to their Chinese connections in the provinces and the provincial Chinese —generally storekeepers—in turn, advance money to the tobacco growers.

When the tobacco crop is ready for the market, the provoncial Chinese storekeepers receive the entire output of the small farmers to whom they have advanced money. The crops of other tobacco growers in their district are also often received on consignment. The crop is then forwarded on consignment to the large dealers in Manila.

If the Manila dealers were to separate and grade the tobacco received from the provinces they would have difficulty in explaining to the grower the prices obtained for the better grades, or perhaps find it impossible to dispose of the poorer grades. Thus, to obviate the necessity for detailed accounting to the growers, and to enable the dealers to dispose of all grades received, the present distribution system has developed, and according to various authorities, it will prevail on Philippine markets until such time as the tobacco growers can be prevailed upon to give proper attention to producing selected varieties of leaf.

The Bureau of Agriculture and the local manufacturers have been endeavoring to educate the tobacco growers for years, but with small result. One company in particular, who use approximately one-third of the entire tobacco crop of the Cagayan Valley, have gone to great expense to educate individual growers.

Prices paid at present are as follows:

Cagayan Leaf: 10 pesos to 11 pesos per bale of 253 pounds containing 12 per cent. to 13 per cent. of grades 1, 2 and 3, but with no guarantee of proportion of each grade. Balance of bale grading down to grade 6.

Isabela Leaf: 16 pesos to 17 pesos per bale containing 15 per cent. of grades, 1, 2, and 3. Conditions same as above.

Exports

The Philippines have practically no real and stable market for leaf tobacco. Spain is the principal consumer, but Italy, the Netherlands and Japan bought important quantities in 1927 and 1928. China takes a certain quantity of Philippine leaf for mixing with native grown tobacco and with imported Virginia leaf in the manufacture of native cigarettes. The United States buys scrap and filler in fairly important quantities for use in the manufacture of cheap cigars. Even the Spanish market is uncertain when the prices of Brazilian tobacco fall below those of the Philippine product. The total leaf exports in 1928 amounted to 44,571,000 pounds, valued at 6,000,000 pesos compared with 52,000,000 pounds, valued at 8,000,000 pesos, exported in 1927.

Cigars are the most important export item of the Philippine tobacco industry, exports in 1928 amounting to 220,884,000 in number, valued at 9,530,000 pesos. The United States is the most logical market for Philippine cigars, as they enter free, and are not of a quality to bear up under the high import duties of many foreign countries. China, Hawaii and the British East Indies, consumed fairly important quantities in 1928, but 80 per cent. of the total cigar trade was with the United States.

China is the principal foreign consumer of Philippine cigarettes, taking 189,000,000, or 82 per cent. of the total exports in 1928.

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THE TOBACCO WORLD

SHORT!!

By Ten Million Pounds

From a normal production of thirty million pounds, the 1929 Porto Rican tobacco crop, as revealed by latest surveys, has dropped to approximately twenty million pounds only.

NOW IS THE TIME!

COVER YOUR NEEDS AT ONCE!

This is a most important situation. *A ten million pound* shortage of Porto Rican calls for *immediate* action. Get your orders in now!

EXCEPTIONAL QUALITY!

The greatest care has been exercised in cultivation and harvesting and, aided by a long period of unusually fine tobacco growing weather, the crop this year is one of the best that has ever come out of the Island.

THIS NEW CROP

IS WELL WORTH A REASONABLE PRICE

Coming in duty free, this exceptional crop offers an unusual opportunity to manufacturers in the States to produce a most excellent cigar at moderate cost. It is therefore well worth a reasonable price.

NEW BUYERS ARE INVITED TO EXAMINE THE PRODUCT

A complete list of growers, packers and dealers will be promptly furnished on request.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

There's a tasteful flavor to a good cigar that tobacco in no other form can rival

After all nothing satisfies like a good cigar

Affinities and Lovers

There is a royal relationship between the "weed" and the child of a tree--between cigars and their wooden box containers. Even the best cigars are improved in flavor by the qualities they imbibe from the wood. Packing in wooden boxes is a time-honored practice. No more popular container has ever been found.

And lovers of fine tobacco see in "passing the box" a noble gesture which is totally lacking with can or carton.

The best cigars are packed in WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 14

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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SANCHEZ & HAYA BUSINESS SOLD

CONTROLLING interest in the old established firm of Sanchez and Haya, manufacturers of clear Havana cigars, in Tampa, Fla., has been purchased by a group of men associated with Gradiaz Annis & Co., also of Tampa.

The firm of Sanchez and Haya was founded in 1868 in New York City, by Ygnacio Haya and Serafin Sanchez, and is said to be the oldest firm in the United States engaged in the manufacture of clear Havana cigars. The manufacturing plant was later moved to Tampa in 1886, and is still designated as Factory No. 1 on the books of the Internal Revenue Department, in the Florida district.

The control of the firm was purchased from Mrs. Fanny Haya, widow of Ygnacio Haya, and consisted of the transfer of more than nine hundred shares of the stock of the company. A little more than five hundred shares still remain in the hands of the heirs of Serafin Sanchez, who passed away more than thirty-five years ago.

A meeting of the stockholders was held soon after the completion of the transfer of stock to the new owners, and Leo Gottsegen, of the Gradiaz, Annis Co., was elected president.

The business of the firm will be continued, and no change in the personnel of the factory is anticipated. Although the Sanchez and Haya factory is not now the largest factory in Tampa, it still is among those making high quality cigars.

The factory building was not included in the transfer of the business.

JERSEY DEALERS' ASSOCIATIONS COMBINE

At a recent meeting of the Jersey City Cigar and Newsdealers' Association, the consolidation of the cigar and newsdealers' associations of Jersey City, Hoboken, North Hudson, and Bayonne, was effected, comprising a total membership of 1400 dealers.

The purpose of the combining of the associations was to afford a stronger force to fight chain store competition and to devise methods of co-operation between the dealers in purchasing their merchandise.

UNITED STORES CORPORATION

According to a report, practically fifty per cent. of tobacco products A stock and common stock has been deposited in exchange for shares of United Stores Corporation. Eighty per cent. of Union Tobacco Company stock has been deposited and a large amount of the outstanding United Cigar Stores Company stock.

The offer of United Stores Corporation expires on July 15th.

JACKMAN LEAVES WEBSTER COMPANY

REORGANIZATION of the Tegge Cigar Company, Detroit and Brazil, Ind., as the Tegge-Jackman Cigar Company, with Thomas P. Jackman as president and controlling owner, is announced following his resignation from the presidency of the Webster Cigar Company, Detroit.

The Tegge Manufacturing Company started business 40 years ago. The new company will continue to use both plants and to produce the Tegge brands, the "Ben Hur," "Sol Smith Russell," "Royal Banner," "Mark Hopkins" and "T. & B."

Mr. Jackman has been with the Webster Company since 1920 as auditor, secretary and treasurer, vice-president and president. As head of the company he was also president of the Kleiner Cigar Company, Detroit, and a director of Otto Eisenlohr & Brothers, Philadelphia.

STATE TAXES NOT EFFECTIVE ON INTER-STATE COMMERCE

According to an opinion of Attorney General Wilber M. Brucker, of Michigan, sales of cigarettes by Michigan dealers to firms outside of the State can be made tax free, that is, in so far as the recently enacted State cigarette tax is concerned.

The ruling was handed down at the request of Sidney A. Schulte, Deputy Secretary of the State.

The Attorney General said that movement of cigarettes between States would constitute interstate commerce, and, therefore, outside the jurisdiction of the State of Michigan.

PEREZ DIRECTOR OF BENSON & HEDGES

At a meeting held last week, Manuel Perez, of the well-known cigar firm of Marcellino Perez & Co., manfactures of clear Havana made-in-bond cigars, was elected to the board of directors.

President James J. Head, and "Mannie" are visiting Tampa headquarters this week.

LORILLARD HAS NEW BUFFALO JOBBER

The P. Lorillard Company announced last week the appointment of Link & Co., of Buffalo, N. Y., as distributor of their brands in the future in that territory.

A drive will be made on the "Rocky Ford" five cent cigar, which has been making steady gains in sales for some time.

J. F. WHELAN JOINS UNION CIGAR

JOHN F. WHELAN, vice-president of the United Cigar Stores Company, announced last week that he had severed his connection with the United Cigar Stores Company and would in the future be associated with the Union Cigar Company.

Mr. Whelan is a brother of C. A. Whelan, president of the United Cigar Stores Company and also of George J. Whelan.

Mr. Whelan has been associated with the United Cigar Stores since 1904, and a large part of his time has been devoted to the management of their cigar department. Prior to 1904, Mr. Whelan operated a small chain of two or three cigar stores of his own in Syracuse, N. Y.

It was also announced last week that S. E. Robertson, who has been assistant to Mr. Whelan for many years, has also severed his connection with the United Cigar Stores Company.

Louis Bader, also vice-president of the United Cigar Stores company, associated with the realty department, has announced his resignation from the company, and it is believed he will enter the real estate field operating his own business.

CUBAN CIGAR PRODUCTION

According to reports released by the Tobacco Section of the Department of Commerce, there were 225,809,240 cigars manufactured in Cuba during 1928, representing a value of $20,244,479.

These cigars were the entire output of the 154 cigar factories situated throughout the Island, according to statistics compiled by the Government Statistical Commission. Of this number, 170,036,256 were exported, the remainder meeting the local demand.

In the preparation of Cuban cigars 11.000 persons are employed; day workers receiving in pay $6,769,065; and technical and office employees $704,015. The 154 factories represent a capital investment of $32,096,617.

L. F. GRAMMES & SONS ELECT

L. F. Grammes & Sons, Inc., of Allentown, Pa., manufacturers of cigar box machinery and cigar box nails and other supplies, last week elected the following officers:

Fred Weindel, Jr., president; M. M. Gottlieb, vice-president, and Robert Lamont, secretary. Mr. Weindel had been vice-president and resident manager, and Mr. Gottlieb had been general sales manager. All of the executives have been associated with the company for the last six years.

CONSOLIDATED DIVIDEND

The board of directors of the Consolidated Cigar Corporation has declared the regular quarterly dividend of $1.62½ on the prior preference stock, payable August 1st to stockholders of record July 17th, and $1.75 on the preferred stock payable September 3d to stockholders of record August 19th.

TOBACCO ASSOCIATION OF UNITED STATES CONVENTION

THE Twenty-ninth Annual Convention of the Tobacco Association of the United States, was held at Virginia Beach, Va., during the week of June 29th. The convention was well attended and was declared one of the most successful ever held.

President A. B. Carrington delivered his annual address on Thursday, June 27th, and this was followed by an address by former Governor Angus W. McLean, of North Carolina.

The following Sales Committee, which committee sets the opening dates of the leaf tobacco markets, was appointed:

W. T. Clark, Chairman, W. T. Clark & Company, Wilson, N. C.

C. A. Gregory, Export Leaf Tobacco Company, Richmond, Va.

T. W. Blackwell, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

A. J. Bullington, Liggett & Myers Tobacco Company, Durham, N. C.

J. F. Strickland, American Tobacco Company, Durham, N. C.

O. C. Gregory, J. P. Taylor Company, Richmond, Va.

U. H. Cazort, Cazort & Eagles, Wilson, N. C.

John L. Lucker, Danville Warehouse Company, Danville, Va.

W. C. Wooding, Dibrell Bros., Inc., Danville, Va.

A. H. Buchan, A. H. Buchan Tobacco Company, Mullins, S. C.

Ralph Garrett, Person Garrett Company, Inc., Greenville, N. C.

E. V. Webb, Ernest V. Webb Tobacco Company, Kinston, N. C.

P. J. Carlton, Imperial Tobacco Company, Richmond, Va.

George A. Burton, G. R. Garrett Company, Inc., Rocky Mount, N. C.

After deliberation, and listening to petitions from various sections in regard to opening dates of the markets, the committee announced the following opening dates:

GEORGIA AND SOUTH CAROLINA

Georgia, July 23d. These markets opened last year August 1st.

South Carolina, July 30th. Opened last year August 8.

EASTERN CAROLINA

Eastern North Carolina, September 3d. Opened last year September 4th.

Middle Belt, September 24th. Opened last year September 18th.

Old Belt, October 1st. Opened last year October 2d.

Dark Virginia Belt, November 12th.

ELECTION OF OFFICERS

Col. A. B. Carrington, of Danville, was unanimously re-elected president of the association for the fourth term.

Other officers elected were: W. T. Clark, Wilson, N. C., first vice-president; E. J. O'Brien, Louisville, Ky., second vice-president; J. A. Clark, Bedford, Va., third vice-president, and T. M. Carrington, Richmond, chairman of the board of governors.

(Continued on Page 18)

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information

PHILADELPHIA.

J. REYNOLDS BRADY PASSES AWAY

THE many friends of J. Reynolds Brady, better known as "Jim" Brady, were shocked to learn of his death on July 3d, following an illness of more than a year.

Jim was well known and well liked throughout the cigar and cigar box manufacturing industry in the east, and also had many friends throughout the entire United States.

His health had not been good for about three years, and he underwent an operation in a hospital here last September from which he rallied considerably and was apparently well on the road to recovery, when he suffered a relapse last February and gradually became worse until his death.

Jim was eastern Pennsylvania representative for the American Box Supply Company, of Detroit, for several years, and more recently he had represented the John M. Driver Co., of Philadelphia, manufacturers of glassine box wraps; John Hassall, Inc., of Brooklyn, N. Y., cigar box nails, and other firms supplying the cigar and cigar box industry.

Funeral services were held on Saturday, July 6th, at the Armstrong Funeral Parlors, 1927 North Broad Street.

He is survived by his widow, one daughter and one son.

THE TOBACCO WORLD joins his many friends in extending sincere sympathy to his bereaved family.

"LA PALINA" SPECIALS NOW 10 CENTS

An announcement on another page of this issue of THE TOBACCO WORLD by the Congress Cigar Company, states that the popular "Specials" size of "La Palina" formerly selling at two for a quarter can now be purchased for ten cents each.

The tremendous production of this size to meet the demand has made this reduction in price possible, without affecting the quality in any way.

WOLFBERG MOVES

M. Wolfberg, who conducts an ice cream and cigar stand at 2328 South Sixth Street, will move his business to 2329 South Seventh Street, in the very near future.

ANDRUSS ON VACATION

WILLIS A. ANDRUSS, sales manager of the Congress Cigar Company, is enjoying his vacation in the Canadian woods bordering Deer Lake. Mr. Andruss makes this trip annually with a party of male companions to enjoy the fishing in the lake.

NEW "LONGFELLOW" PACKING GOING FINE

The new packing of the Bayuk Philadelphia "Longfellow" cigar, in the new Boite Nature box, and individually wrapped in foil, has met with favor among the smokers of the country and demand for this packing is increasing steadily.

The new style package is an upright box containing fifty cigars, and the slogan "It's Ripe Tobacco," fills a prominent place. The "Longfellow" retails at ten cents.

SCHULTE TO EXPAND AT 13th AND MARKET

In a new lease on the store at Thirteenth and Market Streets, now occupied by the Schulte Cigar Stores Company, the Schulte Company is said to have obtained sufficient additional space to double the present size of their store there. The lease is said to involve rentals of $1,000,000.

BARTON WILLS TOBACCO TO MEN

A clause in the will of the late John W. Barton, tea and coffee importer, who died at Atlantic City on May 25th, provides $500 a year to buy tobacco for inmates of homes for old men, was disclosed when the will was probated last week. Mr. Barton's estate is valued at $213,000.

J. E. BOYD & COMPANY PAYS 25 PER CENT. STOCK DIVIDEND

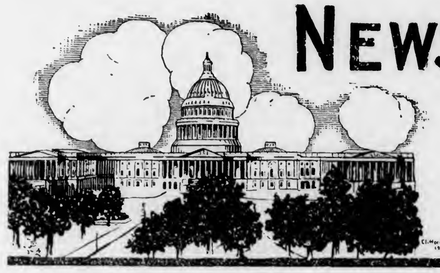
Stockholders of J. E. Boyd & Company, local leaf tobacco dealers, approved an increase in the company's capital stock at a special meeting on June 24th, and the directors have declared a 25 per cent. stock dividend. After the payment of the stock dividend, the company's outstanding capital stock will be $92,875.00.

Pleasure

REDOUBLED

Camels

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

EMPLOYMENT in the cigar and cigarette industry in May declined slightly as compared with the preceding month, but in the chewing and smoking tobacco and snuff industry fell off decidedly, according to figures just compiled by the bureau of labor statistics of the Department of Labor.

Returns to the bureau from 221 cigar and cigarette-producing concerns showed 52,658 persons employed during the month, against 53,041 in April, a drop of 0.7 per cent. Aggregate weekly payroll totals were $893,586, against $887,683, an increase of 0.7 per cent. As compared with May, 1928, employment fell off 1.5 per cent. and weekly payroll totals increased 3.6 per cent. Per capita earnings of workers in the industry were 1.4 per cent. more than in April and five per cent. above May a year ago.

Reports from 29 chewing and smoking tobacco and snuff establishments showed 8,142 persons at work, against 8,397 in April, a decline of three per cent., the aggregate weekly payroll totals being $130,874, against $137,528, a drop of 4.8 per cent. As compared with May a year ago, employment dropped eight per cent. and payroll totals declined 6.5 per cent., the per capita earnings of workers in the industry being 1.9 per cent. under April, but 1.9 per cent. above May, 1928.

I. R. Tax Collections Increase

Consideration of a further cut in Federal taxes at the next regular session of Congress has become more than a possibility with the report from the Internal Revenue Bureau that tax collections during the fiscal year ended June 30, last, totaling $2,937,660,313, showed an increase of more than $750,000,000 over those of the previous fiscal year.

The possibility of further tax reduction is being considered by President Hoover and Secretary of the Treasury Mellon, and it is believed that a way may be found to permit of at least some slight reduction within the next six months. Sufficient statistical data as to future income and outgo relating to Government finances will not be available before November 1, and final determination as to the introduction of a tax reduction bill also will depend largely upon the information then available as to the appropriations which may be made by Congress.

Before the final decision can be reached the Treasury must know the effect of the legislation of the past year which has greatly increased the Government's expenditures beyond the amount budgeted. Among these expenditures are the new and enlarged program for naval armaments; the rebuilding of army posts; increased expenditures for betterance; allotments to meet the invasion in the United States of the Mediterranean fruit fly, and farm relief—all of which have intervened since the budget was passed by Congress.

A very definite understanding of what these costs will be must be had, as well as a knowledge of in what other directions there can be effected a curtailment of expenditures, to take care in part of these other Government costs. It is known that the expenditures for the fiscal year ended June 30, exceeded by $200,000,000 the amount budgeted by the administration and passed by Congress as the budget.

The completion of the budget for the year beginning July 1, 1930, will give the President and his Cabinet a fairly clear idea of the extent of the permanent burdens of the legislation under discussion.

On the revenue side, the Government must have some experience indicating whether the increase in tax collections brought about the recently reported $185,000,000 surplus for last fiscal year. It must know whether this is due to temporary stock exchange activity and other activities of a temporary character—and all of these things are expected to develop within the next four or five months.

Value of Wholesaler in Doubt

Considerable doubt as to the value of wholesalers in the distribution of manufactured commodities prevails among manufacturers, it is disclosed by a survey just completed by the Federal Trade Commission during the course of which manufacturers in a number of important lines were asked whether the wholesaler was an important factor in the distribution of their products and what the effect, if any, would be the result of legislation permitting the manufacturer to fix resale prices by contract.

Responses were received from approximately 850 manufacturers, 54.4 per cent. of which indicated that the wholesaler is an important factor in the distribution of their products, while 26.9 per cent. stated that he is not, and 18.7 per cent. failed to answer this particular question.

A wide variation in sentiment is found among the different groups of manufacturers. In the shoe industry, only 27 per cent. of the manufacturers regarded wholesalers as important factors, while in the tobacco trade manufacturers considered them important, as did about half of the automobile manufacturers.

Legislation permitting price maintenance would benefit the wholesaler, it is believed by the majority of manufacturers, only 2.8 per cent. of those responding believing that its effects would be unfavorable to the distributors.

(*Continued on Page 12*)

No "Whispering Campaign"....

can withstand the light of this truth: Lucky Strikes are made from the finest of fine tobaccos—the cream of the crop. Lucky Strikes alone are *toasted* because toasting is a secret process. 20,679* physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore, without fear of contradiction, we can say truthfully:

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company."

* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED) George A. Hill
President,
The American Tobacco Company, Incorporated

© 1929. The American Tobacco Co., Manufacturers

"It's toasted"

No Throat Irritation—
No Cough.

The Lucky Strike Dance Orchestra will continue every Saturday night in a coast to coast radio hook-up over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY INSTEAD OF A SWEET."

Herbert Bayard Swope
International Journalist

"RALEIGHS" ON PACIFIC COAST

"RALEIGH" cigarettes, the product of the Brown & Williamson Tobacco Corporation, of Louisville, Ky., the new 20 cent cigarette which has been gaining in popularity steadily throughout the United States, will be released for distribution on the Pacific cost on July 15th, according to an announcement by F. J. Gaither, vice-president of the Brown & Williamson Tobacco Sales Corporation, San Francisco, Cal.

Mr. Gaither states that incident to incessant demands from the wholesale and retail tobacco trade of the Pacific coast, our home office has authorized us to release for distribution on July 15th the brand that has fairly swept the country in a wave of popularity, "Raleigh" cigarettes. Manufactured for the first time in October, 1928, the brand was introduced in Metropolitan New York, conceded to be the most difficult field in the United States by practically every tobacco manufacturer in the country. Distribution was at first confined to the high class outlets along "The Great White Way" but in two weeks after their introduction "Raleighs" were reported as "best sellers" in all of the outlying districts, each a city in itself boasting a distinctive population.

"Encouraged by this unusal reception, the Corporation made arrangements to release 'Raleigh' with a stupendous advertising campaign throughout the entire East and manufacturing facilities were organized accordingly. The Middle West, however, soon developed a steady 'Raleigh' demand and additional factories were put under construction to supply such fertile markets as Chicago, Detroit and other large midwestern centers and still the demand for 'Raleigh' increased!"

"Jobbers and retailers on the Pacific Coast who had been loyal boosters of 'Sir Walter Raleigh' smoking tobacco felt as if they were being slighted and on my recent trip to the factories in the East I urgently requested that 'Raleigh' cigarettes be released on the coast at the earliest possible date. I am pleased to advise that my request was granted and that the same gigantic advertising campaign that attended the brand's introduction in the East will commence in this section on July 21st. Practically every major newspaper in this area will carry full page advertisements on the brand during the week July 21 to 27th and arrangements are now being made to install over two thousand window displays on the coast. Billboard showings will follow at a later date."

"'Raleigh' cigarettes are a blend of the finest tobaccos grown in Turkey, Virgina and Kentucy, blended by our secret 'Puff-by-puff' method that imparts a well balanced smoothness to the smoke that is often mistaken for extreme mildness. Each carton of 'Raleigh' contains two humidor wraps, each of which will keep five packets of cigarettes in perfect condition until consumed. The famous 'Saddle Bag' packet is, of course, the most unique as well as the most practicable container ever presented to the cigarette smoker. Every cigarette is kept firm and plump and there are no objectionable 'loose ends' to 'Raleigh.' Until a smoker has tried this brand he has failed to acquaint himself with modern cigarette perfection."

"A great many dealers will be skeptical of a 20 cent brand but these very customers will be our most enthusiastic boosters after they have sold their first thousand in record time. There is no price cutting on 'Raleigh' and every piece of advertising material bears the 20 cent price. This is, indeed, a golden opportunity for dealers large and small to greatly increase their cigarette profits and, at the same time, to give their customers the lastest development in the cigarette industry."

W. S. Cutchins of the Louisville office of Brown & Williamson Tobacco Corporation will be on the coast for several months during the initial work on "Raleigh" cigarettes.

LIGGETT & MYERS IN EXCELLENT CONDITION

THE WALL STREET NEWS recently published the following information in reference to the Liggett & Myers Tobacco Company in answer to an inquiry from a subscriber:

"*Inquiry*—I would appreciate your opinion on Liggett & Myers Tobacco Company stock. I bought 100 shares at 93. The stock held around 88 during the slump and now when other stocks are coming back it is selling around 82.—Subscriber.

"*Answer*—With 'Chesterfield,' 'Fatima' and 'Piedmont' as its best sellers, the Liggett & Myers Tobacco Company now stands second only to the American Tobacco Company in the production of cigarettes. The company has a diversified line of products, including such well-known smoking and chewing tobaccos as 'Duke's Mixture,' 'Velvet,' 'Granger,' 'Rough Cut,' 'King Bee,' 'Star,' etc., and 'Recruit,' little cigars.

"Earnings after all charges last year, including service of the $28,431,200 funded debt, amounted to $19,408,644, equal after dividend requirement on the $22,514,100 seven per cent. cumulative $100 par preferred stock, to $6.82 a share on the combined 2,614,236 common and class 'B' common shares ($25 par). This compared with a 1927 net of $18,743,395, equivalent to $6.67 a share on the two classes of common stock. Common dividend rate was increased from $3 to $4 annually last year, in addition to which the policy of paying $1 extra was continued. Balance sheet as of December 31, 1928, showed a strong financial position.

"While the company issues no quarterly reports of earnings, there is reason to believe that profits this year are gaining at approximately the 1928 rate. Prices give promise of remaining more stable, and both advertising and production costs have been somewhat reduced. It is true that increase in earnings has not been as rapid in the last three years as formerly, due to greater competition, but the company is in a strong position and should continue to be a large earner.

"This general situation will undoubtedly find reflection in the market action of Liggett & Myers stock. Although there may be no immediate advance in quotations for the common shares, the long pull outlook is such that we would not recommend disposal of your holdings at a loss. Meantime you are getting a satisfactory return on your investment."

GENERAL CIGAR DIVIDEND

The board of directors of the General Cigar Company has declared the regular quarterly dividend of $1 on the common stock, payable August 1st, to stockholders of record July 16th, and a dividend of $1.75 on the preferred stock payable September 3d to stockholders of record August 23d.

FIVE-BORO ASSOCIATION ORGANIZES

The Five-Boro Stationery and Newsdealers' Association has been organized in New York City, and plans to enroll five thousand dealers as members of the organization.

...in the air it's

NERVE!

...in a cigarette it's

TASTE!

MILD and yet
THEY SATISFY

TASTE ***above everything***

It is true, literally, that in making Chesterfields we put "taste above everything."

Tobaccos must be right, their aging thorough, their blending and CROSS-BLENDING accurate – all for better taste. And evidently smokers are putting taste above everything too—for they certainly do stick to Chesterfields.

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

© 1929, LIGGETT & MYERS TOBACCO CO.

News from Congress

(Continued from page 8)

Appoint Special Committee

Appointment of a special committee of business men to co-operate with the Department of Commerce in formulating plans for taking the census of distribution next year has been announced by Secretary of Commerce Robert P. Lamont.

In view of the fact that every wholesale and retail establishment throughout the country, regardless of size, will be visited by a census enumerator, it was pointed out by the Secretary, it is essential that concrete plans for securing the fullest co-operation of business and industry be worked out before the survey is undertaken.

Although the Government for may years has surveyed manufacturing, agriculture, mining and forestry industries, this is the first time that any effort has been made to survey the field of distribution. The possibilities of such a census were determined by means of a sample census taken two years ago, covering 11 cities, which brought to light many important marketing problems which up to that time had not been fully realized.

Bill Introduced to Investigate Chain Stores

Legislation directing the Federal Trade Commission to make an investigation and report to the Senate regarding the practices of chain store organizations in reference to the purchase and sale of merchandise, with a view to determining whether any such practices constitute a violation of the Federal anti-trust laws, is proposed in a bill introduced in the Senate by Senator Tydings of Maryland.

The commission, on its own initiative, some time ago undertook an investigation of the chain store situation, but Senator Tydings desires to have the scope of the inquiry enlarged so as to determine whether legislation is necessary or whether there should be Federal action under the anti-trust statutes.

A NEW TOBACCO TRADE PAPER

The Cigar Dealer, a monthly trade paper for those who deal in cigars, tobacco, candy, smokers' articles and allied lines, has been received at the office of THE TOBACCO WORLD.

The new publication is edited by Harvey Miller; Charles W. Berg is general manager; G. E. Mertle, advertising manager, and R. M. Jublon is in charge of circulation. The publication office of the *Cigar Dealer* is in San Francisco, Cal., and the publication is intended to serve cigar and tobacco dealers in that territory.

The first issue was of neat appearance and contained much interesting and valuable information for the retail dealer, manufacturer and jobber.

We extend to the new publication our best wishes for a successful career.

BLACKSTONE DEMAND INCREASING

Since inauguration of the special "Blackstone" window trim campaign here recently, it has become necessary for the local distributors of that brand, Yahn & McDonnell, to increase their standing order for weekly shipments of this brand from factory headquarters in Newark, N. J.

"OLD GOLD"-PAUL WHITEMAN HOUR

THE "OLD GOLD"-Paul Whiteman hour over a nation-wide hookup of the Columbia Broadcasting System on Tuesday, July 16th, at 9 to 10 P. M., Eastern Daylight Savings Time, will be light and airy in character—an hour of the pleasantest hot weather dance music that the old repertorial of modern music could be made to yield. Paul Whiteman will lead his "Old Gold" Orchestra in Sweetheart's Holiday, this being the first time he has put this number on the air. The "Old Gold" Orchestra will also render a medley from Little Show which continues to be one of New York's most popular entertainments. Bing Crosby will sing "Moaning Low," and there will be several other vocal interpolations in the program.

I. R. T. A. TO HAVE CLEAR HAVANA BRAND

At the recent meeting of the Independent Retail Tobacconists' Association, held at the Hotel Pennsylvania, New York City, it was unanimously decided to have manufactured a clear Havana brand of cigars, to be sold exclusively in the stores of members of the association.

Phil Fainer was appointed a member of the Brand Committee, in order to insure a full committee to take up the important question of the clear Havana brand.

It is also possible that the association will adopt a brand of cigarettes and smoking tobacco to be sold exclusively in the stores of members.

STONE APPOINTED TO NEW FARM BOARD

President Hoover recently announced the selection of three men as members of the Federal Farm Board, created to administer the provisions of the recently enacted farm relief law, with its $500,000,000 revolving fund.

James C. Stone, of Lexington, Ky., president of the Burley Tobacco Growers Co-operative Marketing Association, headed the list, and this fact gave rise to the belief that possibly he would be named as chairman of the board, rather than Alexander H. Legge, of Chicago, president of the International Harvester Company, as has been previously reported.

TOBACCO SHOW TO BE FAIR FEATURE

A feature of the Columbia District Fair, which will be held here the week of September 30th this year will be special exhibits of all grades of tobacco grown in Maury and adjoining counties.

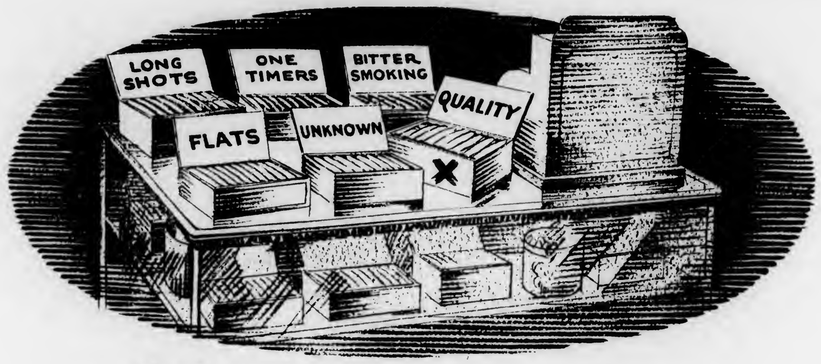
This exhibit will have a prominent place in the Agriculture Building and will be one of the outstanding displays at the fair.

The building will be under the supervision of Carl Gilbreath and Mr. Hazelwood and all details are now being worked out with the co-operation of the Jewell Tobacco Company and the Mt. Pleasant Warehouse.

A tobacco demonstration school will be held and each day special demonstrations in the growing, planting and bedding of tobacco will be given by an expert in each of these lines.

H. E. SHAW SELLING "KING EDWARDS"

The H. E. Shaw Company, cigar and tobacco distributors in Massachusetts, are pushing the "King Edward" five-cent cigar, a product of the John H. Swisher Company, with excellent success.



X marks the spot where the profit is found

YOU sell cigars—but the thing the customer buys is *enjoyment*. His only measure of the value of his purchase is the amount of enjoyment—the satisfaction—he gets. And there is simply no substitute for *quality* when it comes to filling an order like that *completely*.

You may litter your show-case with long-margin, low-grade goods, and in the end—what do you find? One-time purchasers . . slow turnover . . dried-out cigars—with always some scruffed or broken unsalables left over to wipe out a lot of your profit.

Why take all these risks of waste and customer dissatisfaction? Sell quality! Get turnover! It is the only way you can make "margin" and "profit" mean the same thing. It is the only sound cigar merchandising principle yet discovered. For thirty-two years Bayuk has been preaching it —and making cigars that uphold it.

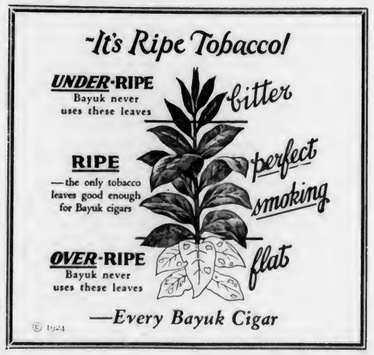
Every Bayuk brand is top quality—the leader in its class. Each is the pride of the principal founder of the great cigar manufacturing business in which he is still personally active. His own eyes watch over the quality of Bayuk cigars—for long experience has proved that QUALITY is the only rock upon which the cigar retailer can build steadily and profitably. Quality begets confidence. Confidence brings—and *holds*—business.

CHARLES THOMSON

BAYUK
HAVANA RIBBON

MAPACUBA

BAYUK BRANDS



BAYUK
PHILADELPHIA
CIGAR

PRINCE HAMLET

BUILD BUSINESS

BAYUK CIGARS Inc.
MAKERS OF FINE CIGARS SINCE 1897 — PHILADELPHIA

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

CIGAR AND CANDY STORE COMPARISONS

According to Dorrance, Sullivan & Company, Inc., advertising agents, New York, of 3226 retail cigar and tobacco stores covered by the Census of Distribution of 1927, 88 per cent. were independent stores and 12 per cent. were chain stores. These chain stores, however, accounted for 36 per cent. of the total sales, which amounted to $49,226,800. Of the 6671 confectionery, ice-cream and soft-drink stores covered, 6 per cent. were chains and these chains handled 28 per cent. of the total sales of $64,458,200.

In the cigar and tobacco group, the chain stores carried a little more inventory in proportion to sales than the independents, for they carried 39 per cent. of the total inventory of $4,671,700. On the other hand, in the confectionery, ice-cream and soft-drink stores, chains accounted for only 18 per cent. of the inventory figure, which amounted to $4,549,000 in that year.

AMERICAN MACHINE & FOUNDRY

Earnings of American Machine & Foundry Company during current year are running at record levels, and based on returns during first six months ended June 30, 1929, net for 12 months will approximate $11 a share on 197,231 common shares outstanding. This would compare with net of $1,491,598 after all charges, equal to $6.88 after preferred dividends reported for year 1928. Substantial increase in earnings during 1929 is due in part to recent introduction of a new cigarette packing machine on which installations were begun before end of 1928. In addition to expansion of earnings of American Machine & Foundry its most important subsidiary—International Cigar Machinery Company—has also shown materially higher income.

VOTE SUITS FOR BACK TAXES

By a vote of six to two the Fayette Fiscal Court, on June 27th voted to file suits for back taxes for the years 1924 and 1925 against ten tobacco companies for a total of $50,799, with interest, the companies having refused payment and claimed exemption for the taxes on storage of tobacco under a state law which regulates taxes on tobacco in storage. The court voted to employ Harry D. Kremer, attorney, of Lexington, to handle the prosecutions. The largest claim is against Liggett & Myers for $10,135.78; others included one against R. J. Reynolds & Company for $9,668.93 and $2,821.72 against the American Tobacco Company. These companies have had enough experience and fought enough local taxation rulings in Kentucky to know where they are in the controversy.

50c EXTRA INTERNATIONAL CIGAR MACHINERY DIVIDEND

International Cigar Machinery Company declared an extra dividend of 50 cents and the regular quarterly dividend of $1, both payable August 1st to stock of record July 19th.

$1 EXTRA AMERICAN MACHINE COMMON

American Machine & Foundry Company declared an extra dividend of $1 on the common and regular quarterly dividends of $1 on common and $1.75 on preferred, all payable August 1st to stock of record July 19th.

DOES PRICE CUTTING INCREASE VOLUME

ACCORDING to a statement recently published by the Bureau of Foreign and Domestic Commerce, in commenting on the recent investigation of the Federal Trade Commission of resale price maintenance, price cutting does not result in the large increase in sales volume that many suppose.

The Bureau states:

"One phase of the Federal Trade Commission's investigation of resale price maintenance included a study of the effect of dealer price cutting upon manufacturers' distribution. The opinion of 53.3 per cent. of the manufacturers definitely answering the question was that when dealers cut the price of a manufacturer's product its distribution is decreased. Only 7.5 per cent. of such replies indicated an increase in volume from dealer price cutting, while the remainder making definite replies stated that the price cutting had no appreciable effect on their volume."

"The view, however, was not uniformly held by manufacturing groups. Among tobacco manufacturers sixty per cent. thought dealer price cutting had no effect, in which view the boot and shoe group seemed to concur. The group feeling most strongly that dealer price cutting reduced volume was 'other natural products' made up of manufacturers of watches, clocks and silverware. Half or more of the total number of manufacturers of machinery and automobiles held the same view."

"On the question of the effect on their own sales volume of cutting prices on competing products about 35.6 per cent. failed to reply definitely, but 45.1 per cent. stated that their sales decreased when dealers cut the prices of competing products and 19.3 per cent. reported that such price cutting did not decrease their sales."

SMOKE-OF-THE-MONTH CLUB

Jack Lucas writing in a recent issue of "Judge" says:

Many an otherwise fastidious person has been discovered smoking the wrong cigarette, totally uninformed of the current situation. True, a few months previous his choice might have been quite all right.

But since then a great deal of smoke has curled over the transom. For one thing, the boys at Yale and Harvard, with their eyes closed, did something for the social standing of another cigarette. And shortly after that any number of railroad engineers, postmen and telegraph operators came out solidly for still another one.

We are led to believe that there may soon be a cigarette obtainable that will clear up dandruff in no time, straighten bow legs, correct your stance and take care of the baby when you go to the theatre.

How is a fellow to keep up to date? Well, this is the very thing for which the Smoke-of-the-Month Club has been organized.

Each month the Selection Committee will pick the outstanding cigarette of the month and forward you a carton of the current choice. This committee will be made up of the five remaining distinguished people who have not yet endorsed a cigarette.

MRS. STONER TO CARRY ON BUSINESS

Mrs. Chas. Stoner, daughter of "Jim" Brady, has announced her intention of carrying on the business formerly conducted by her father, so that a telephone call or letter to 3852 North Park Ave, Philadelphia, will receive prompt attention.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA

Now 10¢

TREMENDOUS volume has enabled La Palina to cut the price on these genuine 2 for 25¢ cigars—to 10¢.

Wise merchants, anticipating the increased business that will follow this reduction, are stocking up to meet demand—**now!**

La Palina **"Specials"** are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

SPECIALS

PORTO RICO'S NEW TOBACCO LAW

THE NEW tobacco law recently passed by the Porto Rican legislature, and now waiting for the approval of the Governor of the Island reads as follows:

Creating a commission to protect Porto Rican tobacco; establishing the powers and duties of said commission; levying a tax to create a fund to be known as the "Fund for the protection of Porto Rican tobacco," and for other purposes.

Whereas, the agricultural-industrial production of tobacco constitutes the second source of life and wealth of Porto Rico, and said source of life and wealth is at present in very critical circumstances because of the abnormal condition of the market of Porto Rican tobacco, and of other conditions threatening wholly to ruin tobacco production;

Whereas, it is the duty to the government of Porto Rico to co-operate in preventing the complete ruin of the tobacco industry.

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF PORTO RICO:

Section 1.—A commission is hereby created to be known as the "Commission for the Protection of Porto Rican Tobacco," which shall be composed of the Commissioner of Agriculture and Labor, the Treasurer of Porto Rico, and three tobacco growers to be appointed by the Governor according to the following procedure:

Within twenty days from the date this act takes effect, the Commissioner of Agriculture and Labor shall call an assembly of *bona fide* tobacco growers of Porto Rico, which assembly shall be presided over by the Commissioner of Agriculture and Labor. Said assembly shall by secret vote elect a list of six candidates for members of the Commission, and from this list, which shall be submitted by the Commissioner of Agriculture and Labor to the Governor of Porto Rico immediately after the holding of the assembly, the Governor shall select the three members who are to form part of the same, the other three candidates remaining as substitute members to fill any vacancy which may occur on said Commission or to substitute the regular members in cases of absence. In case of a vacancy the candidate appointed to fill the same shall hold office for the unexpired portion of the term of the member whose position is filled by him. Said Commission shall elect a chairman and a vice-chairman from among its members, and the Treasurer of Porto Rico shall be the Treasurer thereof.

The Commission shall have power to organize its offices and to appoint such employees as may be necessary for its operation, as well as to determine the salaries and duties of such employees, and to develop such initiative as may be necessary to comply with the provisions of this act. The term for which the members of the Commission shall be appointed shall be four years, at the end of which said members may be re-elected for a new term or substituted pursuant to the procedure established herein.

Excepting the Commissioner of Agriculture and Labor and the Treasurer of Porto Rico, the other members of the Commission shall receive a per diem of ten (10) dollars for each meeting at which they attend, and such traveling expenses and mileage as they may incur in the exercise of their functions.

Section 2.—For the purpose of carrying out the provisions of this act, a tax of one-quarter (¼) cent shall be levied or collected on each pound of tobacco harvested in Porto Rico; PROVIDED, that said tax shall be found to leave in the hands of the buyer the one-quarter cent a pound of tobacco provided for in this section. Buyers shall in turn pay said tax to the Treasurer of Porto Rico in such form as the latter may by regulation prescribe. Such tax shall be considered as a preferred lien on the harvested product. The Treasurer of Porto Rico shall levy and collect the aforesaid tax, and he is hereby authorized to make such rules and regulations as may be necessary for the collection of the tax.

Section 3.—The proceeds of this tax together with such amounts as may be received by reason of fines for violations of this act, shall constitute a special fund to be known as the "Fund for the Protection of Porto Rican Tobacco." Said fund shall be managed exclusively by the Commission for the Protection of Porto Rican Tobacco, in accordance with the provisions of this act; PROVIDED, that the tax collected hereunder shall be credited individually to each taxpayer. In case of the liquidation of the fund hereby created, such surplus as there may be after meeting contracted obligations shall be proportionately reimbursed to the taxpayers or to their heirs or successors in interest, and no subsequent act of the legislature of Porto Rico shall deprive said taxpayers or their heirs or successors in interest of the rights granted to them by this section.

Section 4.—The Commission hereby created shall have power to——

(a) Assume the direction of the Porto Rican Tobacco Guarantee Agency operating in New York; to fix its duties; to appoint and remove its employees, and to determine the salaries thereof; and said Commission is further empowered to reorganize the aforesaid Guarantee Agency in such form as it may deem advisable.

(b) Manage the Fund for the Protection of Porto Rican Tobacco hereby created.

(c) Act as the selling agent of the tobacco of such growers as may request it to do so, for which purpose it may establish or lease in the city of New York, or wherever it may deem convenient, warehouses for the storage of the tobacco of such growers as may request it to do so, and it is further authorized to collect out of the proceeds of sales made in said warehouses a commission of one per cent. which shall be covered into the fund hereby created.

(d) Cooperate with tobacco growers in their own organization for the purpose of securing greater efficiency in the enforcement of this act.

(e) Study a plan for the industrialization of Porto Rican tobacco and to submit such plan to the legislature and to the Governor of Porto Rico.

(g) Make a survey of the problem of the market for Porto Rican tobacco; study methods of cultivation and agricultural administration, and make such other studies as may lead to or be necessary for the protection and improvement of the agricultural-industrial condition of Porto Rican tobacco. For this purpose they may employ such experts as may be necessary.

Section 5.—The Commission for the Protection of Porto Rican Tobacco shall keep records and statistics of the world tobacco market, and shall report world market conditions to the growers of Porto Rico. It shall also inform the tobacco growers every year as to the approximate amount of tobacco that may be introduced into the market without danger of exceeding the demand. It shall also be the duty of said Commission to prepare, at the end of every fiscal year, a general report of its activities. Such report shall be submitted to the governor, to the Legislature, and to the tobacco growers of Porto Rico.

Section 6.—The Treasurer of Porto Rico is hereby authorized and directed to furnish the amount of five thousand (5000) dollars, or such part thereof as may be necessary for such preliminary expenditures as may be caused by the enforcement of this act. Said amount may be taken, subject to reimbursement, from the "Inspection Fund" created by Act No. 19 of 1923. Such reimbursement shall be made as soon as there are funds enough in the Fund for the Protection of Porto Rican Tobacco.

Section 7.—If any clause, paragraph, article, section or part of this act is declared unconstitutional by a court of competent jurisdiction, such judgment shall not affect, impair or nullify the rest of this act, and the effect of said judgment shall be confined to such clause, paragraph, article, section or part hereof as may thus be declared unconstitutional.

Section 8.—All laws or parts of laws in conflict herewith are hereby repealed.

Section 9.—This act is of an urgent character and shall take effect immediately upon its approval.

No doubt many persons in Porto Rico are unfamiliar with the detailed working of the present Porto Rican Government Tobacco Guarantee Agency, but we believe that the work of this agency has been carried on with a very great amount of efficiency and that it has done a great amount of good in increasing the popularity and sale of Porto Rican Tobacco in this country, and that no drastic changes should be made in the management of the agency at this time.

ROBOT YELLS "STOP THIEF!"

In a grave, kindly tone, the first bona fide acting robot said "Thank you" to a customer in a San Francisco store recently.

In a wild, aerie, breath-taking screech it screamed "Stop, thief!" a second later when a lead quarter was deposited in its intricate machinery.

This robot, set up at 1274 Mission Street, does not in the least resemble a man. The human form does not lend itself well to posing as the model for mechanical devices. A huge, box-like affair it is, its face rent by 20 gaping throats from out whose shining slots packages of cigarettes, gum, candy, handkerchiefs, patent medicines and other articles tumble.

The talking machinery, synchronized with the vending part of the robot, speaks its gratitude a moment after it is fed a coin. The "Stop, thief!" record is connected with the change making device. Wily San Franciscans will not find it so easy as they imagine to fool the mechanical salesman. A counterfeit dollar inserted in the hope of reaping a dollar's worth of perfectly good dimes will result in considerable embarrassment if not arrest for the perpetrator.

The robot is so constructed that new units ad infinitum may be added as the lessee desires.

Many Virtues

Among virtues its owners claim for it are:

1. It will not try to sell you something you don't want.
2. No credits, no refunds, no exchanges.
3. It will not haggle over a price.
4. It won't ask for a raise nor a vacation.
5. It detests weekend parties and will never appear at work in a deplorable condition usually designated as "a hangover."
6. Its voice is always pleasant.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

TOBACCO CO. PAYS 35%

THE Board of Directors of the Universal Leaf Tobacco Company at a meeting held in Richmond, Va., last week, declared a dividend of 35 per cent. payable in common stock of the company in addition to the regular quarterly dividend of 75 cents a share.

The stock dividend will be payable September 10th to stockholders of record, August 9, 1929.

The outstanding common shares of the company at present amounts to 107,586 and the action of the board will increase this amount to 145,241 shares. The company will continue its policy of paying dividends on the common stock at the rate of $3 annually per share, it was said. The extra dividend on the present issue of common stock increase the return to $4.05 per share, instead of $3.

PENNSYLVANIA CROP MEETS DIFFICULTIES

Last week the Federal-State Crop Reporting Service, Department of Agriculture, Harrisburg, Pa., issued the following report for Pennsylvania on the tobacco crop as of July 1, 1929:

"Condition is not quite so good as a year ago. Cutworms destroyed many plants, necessitating much replanting, in some cases entire fields.

"Tobacco acreage in the United States has been increased 5.7 per cent. Condition of the crop is three points better than a year ago. The July 1, forecast, 1,492,508,000 pounds, is 114,508,000 pounds in excess of the 1928 crop."

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ASHFORD:—45,499. For all tobacco products. June 4, 1929. George Schlegel, Inc., New York, N. Y.

LA PARCELA:—45,500. For all tobacco products. May 6, 1929. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

CAROLINA QUEEN:—45,512. For all forms of smoking tobacco. June 22, 1929. Blue Ridge Tobacco Co., Inc., King, N. C.

CYCRAFT CLUB:—45,514. For cigars. June 19, 1929. A. G. Ahern, Chicago, Ill.

TRIGEMINO:—45,515. For all tobacco products. June 28, 1929. Andres Marrero, Jr., Tampa, Fla.

LA BERNICE:—45,516. For all tobacco products. May 27, 1929. M. Valle Y Ca., Inc., New York, N. Y.

LIFE MATE:—45,519. For chewing and smoking tobacco, cigars, cigarettes, ground tobacco and snuff. July 6, 1929. George W. Helme Co., Inc., New York, N. Y.

WORK MATE:—45,520. For chewing and smoking tobacco, cigars, cigarettes, ground tobacco and snuff. July 6, 1929. George W. Helme Co., Inc., New York, N. Y.

MERRICK CLUB:—45,521. For cigars, cigarettes and tobacco. July 5, 1929. Carlos Garcia & Co., Brooklyn, N. Y.

TRANSFERS

BOSTON GARDEN:—45,476. For cigars, cigarettes and tobacco. Registered December 22, 1928, by H. J. Alberts, Boston, Mass. Transferred to Joseph Byer, Boston, Mass., May 31, 1929.

LOU WAKEFIED:—15,691 (Tobacco World). For cigars, cigarettes and cheroots. Registered June 9, 1908, by Heywood, Strasser & Voigt Litho Co., New York, N. Y. Transferred by the Consolidated Litho. Corp., Brooklyn, N. Y., successor to the original registrants, to the Continental Tobacco Co., Inc., New York, N. Y., June 24, 1929.

CHOEDEN HALL:—45,502 (T. M. A.). For all tobacco products. Registered June 12, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., June 22, 1929.

THE THORNDIKE (U. S. Tobacco Journal). For cigars. Registered September 13, 1886, by Estabrook & Eaton, Boston, Mass. Transferred to J. W. Strieder Co., Boston, Mass., and re-transferred to Waitt & Bond, Inc., Newark, N. J. June 12, 1929.

WONDA:—30,219 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered May 2, 1905, by Schwarzkopf & Rückert, New York, N. Y. Transferred July 1, 1929, to E. Clark, New York, N. Y.

PROFESSION:—44,296 (T. M. A.). For cigars. Registered June 26, 1925, by Jacob Rich, New York, N. Y. Transferred to Hyman Siegel, New York, N. Y., and re-transferred to the Keller Cigar Co., Springfield, Mass., June 26, 1929.

ANOTHER ASSOCIATION IN NEW YORK

AT A MEETING held on June 25th, at Libby's Hotel, in New York City, attended by 150 storekeepers, the Greater New York Retail Stationery and Cigar Dealers' Association was organized, for the protection of the retail dealer.

Chas. Kassin, S. Shamus, J. Brownstein, H. Stein, and M. Brownstein, committee, issued the following announcement following the meeting:

"At a meeting held on June 25, 1929, at Libby's Hotel, Delancey and Chrystie Streets, New York City, which was attended by 150 storekeepers, we organized the association.

"An executive committee was appointed to devise ways and means to help the retail dealers in their bitter struggle for existence and to abolish all other ills existing in the trade.

"It is common knowledge that the retail cigar dealer is confronted with the ever relentless, aggressive and deadly competition of the chain store system.

"The recent cut in prices of cigars and cigarettes by the large chain stores has tightened the rope around our necks to the choking point.

"We must get together and conduct our business on a modern basis or be entirely annihilated.

"The retail cigar and stationery dealer works every day in the week, eighteen to nineteen hours daily. He knows no Sundays, holidays or vacations and his compensation is so meager that it is a shame to talk about it.

"Let us have a co-operative buying syndicate which will enable us to buy goods at the same price the chain stores pay. Let us build up an organization that we can all be proud of. There is no reason in the world why we cannot do it. We have the men and the ability to do it with."

D. EMIL KLEIN SALES AHEAD OF LAST YEAR

For the first five months of the current year, net sales of D. Emil Klein Company totaled $1,261,351 as compared with $1,107,958 for the same period of last year, and net earnings amounted to $116,213 as against $100,567, an increase of better than 15 per cent. Starting with a production of 17,515,000 cigars for the ten months ended December 31, 1922, the year in which it was founded, the company, whose leading brands are "Haddon Hall," "Nottingham" and "Emanelo," last year produced a total of approximately 44,000,000 cigars. Indications are that production for the current year will be in excess of previous records.

TOBACCO ASSOCIATION OF UNITED STATES

(Continued from Page 4)

BOARD OF GOVERNORS

The board of governors was elected as follows: Clyde B. Austin, Greeneville, Tenn.; T. W. Blackwell, Winston-Salem, N. C.; John F. Buchan, Wilson, N. C.; A. H. Buchan, Mullins, S. C.; W. H. Cozart, Wilson, N. C.; E. G. Currin, Richmond, Va.; J. W. Dunnington, Farmville, Va.; J. M. Edmunds, Danville, Va.; James F. Fickyen, Greenville, N. C.; W. A. Goodson, Winston-Salem, N. C.; O. C. Gregory, Richmond, Va.; H. S. Hotchkiss, Richmond, Va.; Andrew Jamison, Oxford, N. C.; G. O. Tuck, Louisville, Ky.; J. F. Strickland, Durham, N. C.; R. R. Patterson, Richmond, Va.; W. L. McGill, Petersburg, Va.; James I. Miller, Henderson, N. C.; J. T. Patton, Darlington, S. C.; L. H. Reed, Richmond, Va.; W. T. Reed, Richmond, Va.; W. G. Rogers, Warrenton, N. C.; R. C. Stokes, Lynchburg, Va.; A. P. Thorpe, Rocky Mount, N. C.; G. F. Vaughan, Lexington, Ky.; C. W. Toms, Jr., Durham; R. P. Watson, Wilson, N. C.; J. J. Walters, South Boston; E. V. Webb, Kinston, N. C.; A. J. Bullington, Durham; J. M. Prudom, Blackshear, Ga.; L. L. Strause, Richmond, Va., and W. C. Vereen, Moultrie, Ga.

The Annual Banquet held on Friday night, June 28th, brought the Convention to a close as the business session scheduled for Saturday morning had been cancelled.

The place of the Annual Convention in 1930 will be decided by the Board of Governors at a meeting to be held in Richmond, Va., next February. Myrtle Beach, S. C., and Savannah, Ga., have been mentioned as possible meeting places.

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VOLUME 49 No. 15

THE TOBACCO WORLD

AVOID DISAPPOINTMENT!

Orders for Porto Rican Tobacco should be placed immediately

The importance of *immediately* securing your supply of Porto Rican tobacco cannot be emphasized too strongly. Alert buyers, realizing the significance of a *ten million pound shortage*, are protecting themselves against certain disappointment by estimating their needs and placing their orders now.

Stalking Porto Rican Tobacco

Porto Rican tobacco is meeting with a steadily rising consumer demand. Cigar smokers, appreciating the mildness, aroma and choice quality of this moderately priced, duty free product are using and recommending Porto Rican tobacco in ever increasing quantity. The 1929 crop of Porto Rican tobacco will, because of its outstandingly high quality, create many new users in spite of the tremendous shortage. Don't risk certain disappointment by delaying your orders!

AN INVITATION TO NEW BUYERS TO EXAMINE THE PRODUCT

A complete list of growers, packers and dealers will be promptly furnished upon request

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Ever notice that few doctors smoke anything but cigars?

After all nothing satisfies like a good cigar

"Aged in the Wood"

For ages a "woody flavor" has been extolled by connoisseurs. And post-Volsteadian aridity has done nothing to change the taste of epicures. The cognoscenti, which all smoke lovers compose, still prefer cigars that have been mellowed by the offspring of Nature, rather than those confined in the artificial creations of man.

The best cigars are packed in WOODEN BOXES

Volume 49 **THE TOBACCO WORLD** Number 15

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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LIGGETT & MEYERS VICE-PRESIDENT DIES

THOMAS TALBOTT ANDERSON, vice-president, treasurer and director of the Liggett & Meyers Tobacco Company, died at midnight, Friday, July 19th, at his home in St. Louis. after an illness of more than a year. Although he continued to take an active part in the business until several months ago, he had been in failing health since April, 1928.

Mr. Anderson, who was fifty-two years old, was a native of Danville, Va., where he first entered the tobacco business in the leaf markets of that city after his graduation from the Virginia Military Institute. Later he was connected with the American Tobacco Company in New York, after which he became secretary of the American Cigar Company and managed one of its factories at Havana, Cuba. Since the dissolution of the American Tobacco Company in December, 1911, at which time the Liggett & Meyers Tobacco Company was incorported, Mr. Anderson has been its vice-president, treasurer and a member of its board of directors.

Mr. Anderson was a member of the board of directors of the Mercantile-Commerce Bank & Trust Company, of St. Louis, Mo., and The Boardwalk National Bank of Atlantic City, N. J. He was also a member of the St. Louis Country Club, the Racquet Club, the Log Cabin Club and the Dardenne Shooting Club of St. Louis., and also of the Hudson River Country Club and Metropolitan Club of New York.

He is survived by his widow, Mrs. Mattie E. Anderson, a son, Allan E. Anderson, his father, Joseph B. Anderson of Danville Va., and a sister Mrs. Henrietta A. Jordan, also of Danville.

Funeral services held in St. Louis on Saturday afternoon, July 20th and the interment at Mr. Anderson's old home at Danville, Va., on Tuesday, July 23d, were attended by a large number of Mr. Anderson's friends and business associates.

Mr. Anderson's outstanding personality, courtesy, and great consideration for his fellowmen, endeared him to all and his memory will live long in the hearts of all who knew him.

"RALEIGH" CIGARETTES WELL PLACED

The new "Raleigh" cigarette, a product of the Brown & Williamson Tobacco Corporation, of Louisville, Ky., is being well placed throughout the country, and is meeting with instant demand.

The "Raleigh" brand retails at twenty for twenty cents.

"OLD GOLD" CIGARETTES GAINING

Reports of sales of "Old Gold" cigarettes, product of the P. Lorillard Company, indicate a steady increase every month of this year over the same month of last year, in practically all parts of the country.

PORTO RICAN-AMERICAN MAY HAVE RECORD YEAR

ACCORDING to the *Wall Street News* conservative estimates place the net income of the Porto Rican-American Tobacco Company, at record levels for the year ending December 31, 1929. These estimates are based on expansion in sales during the first six months, together with a higher return on the Congress Cigar stock held, and the recent acquisition of controlling interest in Waitt & Bond, Inc.

Actual cash earned will be in the neighborhood of $3.50 each on the 200,000 shares of capital stock outstanding. In addition to this, the company will have a total undistributed equity in both Congress Cigar and Waitt & Bond of another $4.50 a share, or total earnings of close to $8. This will compare with approximately $3.30 a share earned last year, including a $704,000 undistributed equity in the Congress Cigar Company.

The recent acquisition of controlling interest in Waitt & Bond,, Inc., establishes Porto Rican-American Tobacco as one of the large factors in the cigar industry. In addition to 150,000 shares of Waitt & Bond acquired, the company owns 222,000 shares of Congress Cigar, making Porto Rican-American the one important holding company in the industry. Total sales of three companies under Porto Rican control will exceed $30,000,000 during 1929.

In addition to the cigar manufacturing activities of the company, Porto Rican enjoys a practical monopoly in the cigarette field in Porto Rico. This business, at present, is not as active as it ordinarily would be, due to a business depression in the island, but earnings from this source this year will show a considerable increase over those of 1928, since the American Tobacco Company has been restrained by court action from selling "Lucky Strikes" in the island at drastically cut prices. It is estimated that the net from this source will be about $200,000 this year.

The outlook for earnings from cigar sales in this country is much brighter for the current year than ever before, inasmuch as the company is more fortunately situated with respect to brands and selling operations. The brands of the three companies are non-competitive, and a wider distribution has become effective through the same dealers without competition.

Although larger sales will be enjoyed as a result of centralization of control, certain operating economies have already been realized. These occurred in the form of reduced executive salaries, amounting to a substantial saving this year.

Plans for a co-ordinated advertising policy will also be announced in the near future, and the importance of the ability to concentrate advertising expenditures can hardly be over-emphasized, in view of the definite trend toward the national advertising of special lines of cigars.

MICHIGAN TOBACCO TAX GOES TO REFERENDUM

FOLLOWING the submission of the cigar and cigarette tax bill passed in New Mexico, to a referendum, upon petitions bearing not less than 35,000 signatures, out of a total of 123,000 voters, the Michigan cigarette tax law recently passed, has likewise been referred, but with a still stronger demonstration of the unpopularity of this sort of taxation.

Although only about 68,000 signatures were required to submit the Michigan cigarette tax to a referendum, over 122,000 voters have signed the petition in only two counties, and it is estimated that about 50,000 additional signatures will be collected which, of course, are no longer necessary.

Originally, it had been announced by public officials, that the referendum would be contested in the courts, as it was contested in New Mexico, with a victory for the tobacco trade.

But apparently impressed by the manifestation of the unpopularity of the tax law, as demonstrated by the overwhelming number of citizens who have attached their names to the petition, Governor Greene has issued a statement in which he declared, "I do not believe the State should be put to further expense by entering into extended litigation over this law. If there is a demand for a vote, as is indicated, then I would approve a referendum."

This was followed by an official opinion of the Attorney General, to the effect that the cigarette tax must go to a referendum. Thus, the tax now stands suspended and will be voted upon by the citizens at the next general election, to be held in November, 1930.

With the suspension of the Tobacco Tax Acts in Michigan and New Mexico, not a single state has been added this year, or in the last two years, to the few states that had previously passed such tax measures. In fact, in the last two years, two of such tax measures, to wit: in Louisiana and in Kansas City, have been repealed. This must be particularly gratifying in view of the fact that the onslaught on the tobacco industry by attempted tax legislation in not less than thirty-four states in the current year, was more vicious than at any previous legislative season.

As to the possible result of the referendum votes in both Michigan and New Mexico, judging from the record made in Oregon, where a similar tax bill was rejected by a popular vote of over 2 to 1, it seems only reasonable to expect that the Michigan and New Mexico voters will reject their tax bills by equally overwhelming majorities.

And it may be added that the rejection of these measures by popular vote in three states, and particularly in such a large and centrally located state as Michigan, cannot but have a far-reaching effect upon future attempts to saddle the tobacco industry with state taxation.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

MANUEL PEREZ BACK IN NEW YORK

Manuel Perez, of Marcelino Perez & Company, Tampa manufacturers of made-in-bond clear Havana cigars, has returned to New York City after a three weeks' visit at factory headquarters in Tampa.

"Mannie" stopped off in Washington on his way north to express his views to a number of Senators in regard to the tobacco section of the new tariff bill now before Congress.

A "VINTAGE" CIGAR

E. M. HENOFER, president of The Wooden Cigar Box Boosters Club has sent us a very interesting letter written to him by Professor E. E. Hippensteel, of the Atlantic City High School.

In a matter where taste plays such an important part, as in cigar smoking, there is bound to be disagreement with expressed views on the subject. However, Professor Hippensteel's letter adds another angle to the subject of cigar smoking.

He writes:

"The other day I was given a cigar from a box which had been received by a relative as a Xmas gift fifteen years ago. I always thought freshness to be a prime requisite of cigars, but these were in good shape with a taste and flavor leaving little to be desired. They had not been kept in a humidor but rather in the drawer of a bureau.

"Of course they were packed in a wooden box. Maybe that accounts for it."

And that's that!

CONNECTICUT GROWERS WORRIED OVER DRY SPELL

Tobacco Growers in the Connecticut district are considerably worried over condition of their crop due to the prolonged hot and dry weather which has been experienced in various sections of the country.

One grower is reported to have purchased a considerable footage of used fire hose and will pump water from a nearby river to water his fields.

Tobacco plants are very uneven in size and development, particularly the fields set out in mid-June, as there has been very little rainfall since that time in that section.

Nearly all the shade plantations have commenced harvesting and some are well along with their first picking, and cutting will begin in earnest about the first of this month.

"HALF AND HALF" IN NEW CONTAINER

Coincident with the announcement of the new aggressive advertising campaign about to be launched by the American Tobacco Company on their "Half and Half" brand of smoking tobacco, it is learned that this popular brand, which is a blend of half "Lucky Strike" tobacco and half "Buckingham" tobacco, is to be marketed in a new and unique adjustable tin.

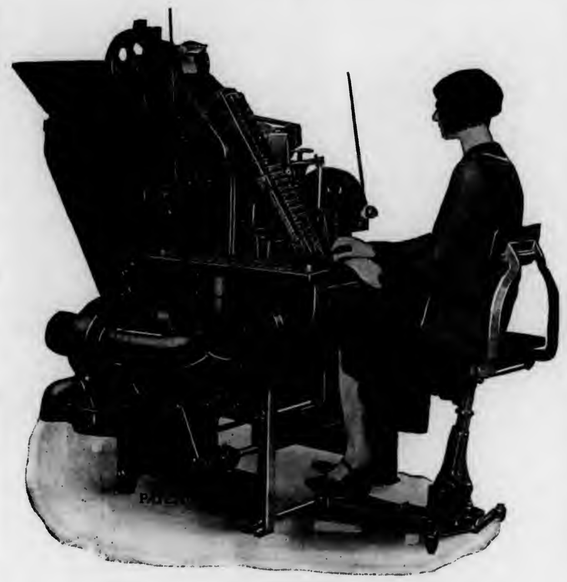
When any portion of the contents of the tin has been used, the top of the package may be pressed down until the package is only half the original size, thus making a much smaller package to be carried in the pocket.

The initial drive on the new packing will be launched in Buffalo, N. Y., on August 4th, and gradually will be extended to other parts of the country as production permits.

DAUGHTER OF JOHN DUYS ENGAGED

Mr. and Mrs. John H. Duys, of Pryor Point, N. Y., have announced the engagement of their daughter, Miss Luella Dorothy Duys, to Edward C. Conlin, Jr., of New York City.

Mr. Conlin is a graduate of the New York Military Academy and Columbia University, and is a member of the Columbia University Club.



The
MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information

PHILADELPHIA.

BAYUK EARNINGS INCREASE

BAYUK Cigars, Inc., reports a surplus of $346-032, after all charges and dividends on preferred stock, for the three months period ending June 30, 1929, equal to $3.50 a share on the outstanding 98,851 shares of no par value common stock.

This compares with a surplus of $263,868 in the corresponding quarter of last year, equal to $3.36 a share on the 78,424 shares of common stock then outstanding.

Forthe six months ending June 30, 1929, on the basis of the quarterly statements, the company showed surplus of $404,370 after all charges and preferred dividends, equal to $4.08 a share on the outstanding stock. This compared with surplus of $361,236 equal to $4.60 a share in the first six months of 1928.

JULIUS VETTERLEIN PASSES AWAY

Julius Vetterlein who was engaged in the leaf tobacco business for a number of years, passed away at his summer home on South Darby Avenue, Ventnor, N. J., on Wednesday, July 24th.

Mr. Vetterlein was eighty years old, and had been retired from active business for a number of years.

Funeral services were held on Sunday, July 28th, from his late home in Ventnor.

He is survived by two sons, T. H. Vetterlein, of Ardmore, Pa., and H. C. Vetterlein, of Seven Pines, N. C., and one daughter, Mrs. M. V. Carruthers.

JOE GARVETT RETURNS

Joe Garvett, Philadelphia sales manager for the Mazer-Cressman Cigar Company, of Detroit, has returned from a visit to Detroit where he spent a portion of his vacation period.

Mr. Garvett reports demand for Mazer-Cressman products as entirely satisfactory, inasmuch as it is showing a steady increase each month.

HOLT SUMMERING BY THE SEA

Arthur Holt, who operates cut rate stores in Penn Square and at Fourth and Chestnut Streets, is spending the summer in his new home recently built for him at a cost of $40,000 at Margate Park, N. J. The new home is built on the ocean front and in an ideal location for a summer home.

Mr. Holt is known to the retail trade as the "Job Lot King," and moves a tremendous amount of popular brands at cut prices in his stores here.

DAN OSTROW KILLED

DANIEL S. OSTROW, who conducted a retail cigar stand at Seventh and Chestnut Strrets, was struck by a speeding automobile at Old York Road and Wyoming Avenue, on Tuesday morning, July 23d, and died in the Jewish Hospital about an hour later, without regaining consciousness.

According to police the motorist swerved sharply in an attempt to avoid hitting Mr. Ostrow but could not avoid him. The motorist took him to the hospital, and was held without bail to await the action of the coroner.

Mr. Ostrow retired from the cigar business some years ago when the building in which he conducted his business was torn down and he was unable to find another suitable location in that vicinity, and had been engaged in the manufacture of ladies hats at 42 North Eighth Street.

Recently, however, he had been investigating locations with a view of again entering the cigar retailing business.

Funeral services were held on Wednesday afternoon, July 24th from his late residence 4719 North Twelfth Street, with interment in Mt. Lebanon Cemetery. He was fifty-two years old.

THOMPSON & COMPANY OPEN STORE

Thompson & Company, cigar manufacturers of Tampa, Fla., have opened a retail store on South Fifteenth Street, this city, featuring their "Empress of Tampa" and "Empress of Cuba" brands.

This new store is one of a chain of stores operated by this Company throughout the southern states. If this store meets with the anticipated success, other stores will be opened in the northern states.

CONGRESS VICE-PRESIDENT RETURNS

Ben Schwartz, vice-president of the Congress Cigar Company, in charge of their leaf department, has returned from a visit to Porto Rico where he inspected their recent purchases of Porto Rican leaf.

NEW FIRM REGISTERED

A certificate of registeration of those persons doing business under other names has been filed in the Common Pleas Court here by Jennie Cantor, Franklin and Callowhill Streets, doing business as Franklin Cigar Company at Franklin and Callowhill Streets.

To maintain a slender figure, no one can deny the truth of the advice:

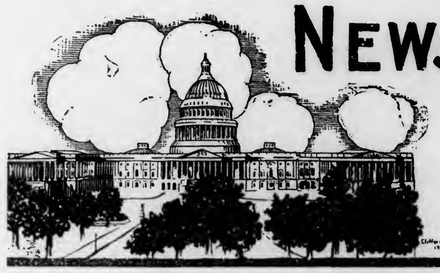
"REACH FOR A LUCKY INSTEAD OF A SWEET."

Conflicting Arguments . . .

have been unable to halt the rapidly increasing tendency of the public to adopt Lucky Strike as its favorite cigarette. Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679* physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority and is the truthful answer to selfish claims.

*The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED)
George Hill
President,
The American Tobacco Company, Inc.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

WITH hearings on the tariff bill brought to a conclusion July 18, democratic members of the Senate Finance Committee, who were permitted to participate in the hearings and question witnesses, were invited to take a brief vacation while the republican majority, behind closed doors, undertook the rewriting of the measure passed by the House of Representatives May 28, with a view to having it ready for submission to the Senate shortly after that body reconvenes August 19.

In the light of additional information regarding the tariff needs and desires of the country, particularly the latter, the Finance Committee republicans are expected to make a large number of changes in the bill passed by the House, but it is freely predicted that many of these changes will be for the purpose of lightening the burden laid upon the consumer by the bill as it now stands, rather than increasing it.

In dealing with many products, members of the Senate Committee are understood to feel, the Ways and Means Committee of the House went too far entirely, particularly in the case of sugar which, affecting every person in the country, has been the subject of a great deal of agitation. Members of Congress have heard "from home" in no uncertain terms regarding the sugar duty, and the views expressed with regard to that commodity have been considered also as expressions of sentiment on other duties which affect the home and family.

It is not anticipated that the Finance Committee will be able to make a report on the bill for some weeks, although the hope has been expressed that it will be ready for the Senate this month, after which countless days will be spent in debate on the floor of the Senate, where there is no rule either to limit discussion or confine it to the subject under consideration. It is not expected that the bill will finally get through Congress until it is almost time to call the regular session to order on December 2.

Plans for Census of Retail Tobacco Industry Formulated

Plans for the census of distribution which is to be undertaken by the Department of Commerce next year in connection with its regular census of manufacturers were formulated last month at a meeting of the advisory committee recently appointed by Secretary Robert P. Lamont.

The committee made a number of suggestions for consideration by the census bureau, among them that possibly the best results could be obtained by making efforts to secure prior publication or distribution of schedules and by getting the active assistance of business groups, trade groups, newspapers and the trade press to secure a list of establishments which will volunteer to cooperate in obtaining the desired specific information.

The schedule to be used for the distribution census, which will cover, among other things, all outlets for tobacco products, is to be kept as short as possible, and it has been recommended that the questions be keyed to the practice and intelligence of the higher type of mechants rather than to that of the mass. It is believed that it is desirable to get complete information from those capable of giving data rather than to get mere generalities from storekeepers who may not be thoroughly conversant with their own business.

Whether the figures gathered shall be published will not be decided until the extent and character of the information obtained can be analyzed to discover whether publication would be informative or misleading.

Government Tobacco Grading in Use

Final preparations for the inauguration of the Government tobacco grading service at Lake City, S. C., July 30, which is to be followed by establishment of the service at one market in North Carolina, three in Virginia, two in Kentucky and one in Tennessee, have been completed by the bureau of agricultural economics of the Department of Agriculture.

Frank B. Wilkinson, staff member of the bureau's tobacco section, and William R. Wilson, Government tobacco grader, have been sent to Lake City to open the service with a corps of Government graders. The tentative standard tobacco grades are being studied with a view to determining whether a reduction in the number is possible.

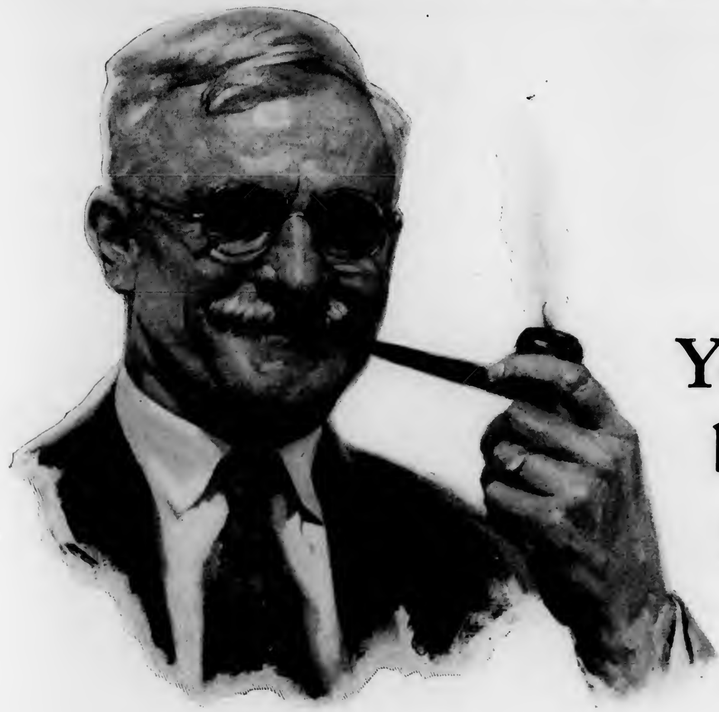
Based on the experience to be gained this season, it is anticipated that a number of additional markets will be provided with the service next year.

TURKISH YOUTHS WEAR SKIRTS TO GET JOBS

Men parading as women in order to gain their daily bread, constitutes one of the paradoxes of the new day in Turkey.

Fourteen young men who, disguised as women, had procured jobs in an American tobacco depot there were arrested by the Turkish police recently. The youths explained that the shortage of jobs for men had forced them into skirts.

Women, because of their dexterity in sorting leaves and willingness to accept the lower wages, are in greater demand than men among the tobacco companies.



You can't beat it, Men!

P.A. AND a pipe . . . what a combination in restraint of gloom *that* is! Why, Prince Albert starts broadcasting its happiness-program the instant you fling back the hinged lid on the tidy red tin. What an aroma! Fresh. Inviting. A fragrant hint of a glorious taste to come.

Then you put a load into the muzzle of your pipe and light up. Now you're getting it. Cool as a reminder of a mortgage. Sweet as a clear title. Mild and mellow and long-burning, right to the bottom of the bowl. Mild, yet with a rich, deeply satisfying body.

Beat it? Why, you can't even "tie" it. Prince Albert has led them all in sales for years and years. There's only one reason for that, so far as I can make out. P.A. is giving more pipe-joy to the cubic inch, and the smokers of America have found it out. Go get some P.A. and prove it.

Here you are, Men—TWO full ounces of grand smokings.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

IT'S almost impossible to find any good tobacconist not carrying Raleighs. Raleigh is a better made, perfectly blended cigarette that swiftly moves off the counter *at a worth-while profit to the merchant.*

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Kentucky*

GENERAL EARNS DIVIDEND IN SIX MONTHS

THE General Cigar Company, in the six months ended June 30, 1929, had net income of $1,820,761, after all charges and Federal taxes equal, after preferred dividends, to $4.03 a share on the common stock of the company. In the first half of 1928 the company earned $976,152, or $1.96 a share on the common. The June quarter net income was $1,115,392, as compared with $582,581 in the corresponding quarter of last year.

The board of directors last week authorized the sale of 81,514 shares of its common stock at $60 a share to common stockholders of record August 5, 1929, in the ratio of one share for each five shares held. Rights will expire at the close of business on August 2, 1929. The company has arranged for the underwriting of this offering with Goldman, Sachs and Company and Lehman Brothers. The cash to be received from this offering will be used to reduce bank loans and to increase working capital. The rights were admitted to trading on the New York Produce Exchange on a when issued basis last week.

MASSACHUSETTS JOBBER DIES

William A. Shea, for many years a prominent tobacco jobber in Peabody, Mass., died at his home there on July 16th, after a lengthy illness.

Mr. Shea was president and treasurer of the firm of W. A. Shea, Inc., wholesale tobacconists, and also proprietor of the Wm. A. Shea restaurant in Peabody.

He is survived by his widow, one son, and a daughter. He was sixty-three years old.

PENNSYLVANIA LEADS IN MANUFACTURE OF CIGARS

ACCORDING to statistics just published by the Department of Commerce, the first District of of Pennsylvania leads in the manufacture of cigars, followed by Virginia, Flordia, fifth New Jersey, twelfth Pennsylvania, Michigan, and tenth Ohio. No other district showed as many as 200,000,000 cigars for the calendar year 1927.

The State of North Carolina, with nearly 59,000,000,000, leads in the manufacture of cigarettes, followed by Virginia, with over 19,600,000,000, New York with over 9,600,000,000 California and Pennsylvania with over 4,000,000,000 each, and New Jersey, with over 3,000,000,000. In this connection, 5,155,764,740 cigarettes were made in 1927 in bonded manufactured warehouses in the customs district of Viriginia.

North Carolina and first Missouri districts account for most of the plug tobacco manufactured; first Missouri, Kentucky, Tennessee, for twist; first Illinois, Michigan, and first Ohio for fine cut; North Carolina, first Ohio, Kentucky, first Illinois, tenth Ohio, Virginia, Michigan, and West Virginia, for smoking tobacco; and Tennessee, first Illinois, and fifth New Jersey, for snuff. The manufacture of cigars and smoking tobacco is generally distributed throughout the country, while the other branches of the trade are more or less restricted to special localities.

Over three-fifths of the total production of cigars in Florida was intended to retail at more than eight cents each. On the other hand, about ninety-three per cent. of the total production of cigars in Virginia was intended to retail at not more than five cents each. West Virginia and the twenty-third district of Pennsylvania, the home of the stogie, also show a very large percentage of the total production intended to retail at five cents and less.

TAMPA HIT BY BANKS CLOSING

Business in Tampa, Fla., received a setback due to the recent closing of the Citizen's Bank & Trust Company and its branches due to apprehension on the part of depositors when it became known that serious damage to the citrus fruit industry may result from the discovery of the Mediterranean Fruit Fly in Florida.

Cigar manufacturers, however, were able to obtain money for their payroll outside the city in many instances and it is not believed that they will suffer appreciably from the closing of the banks, and that business in general in Tampa will very soon recover to normal.

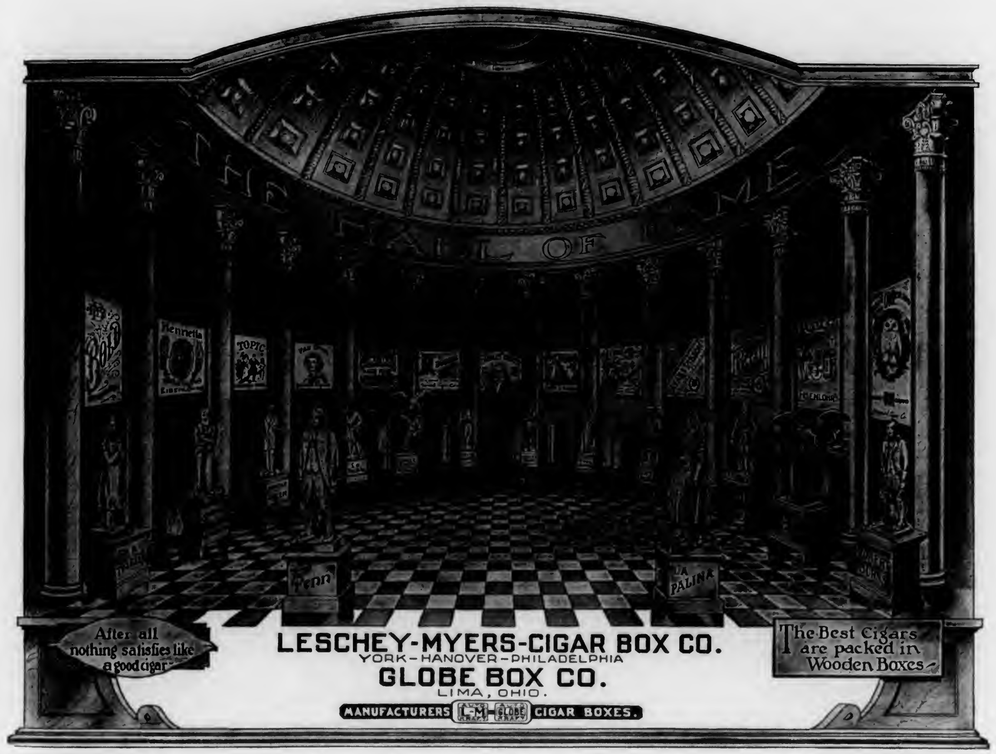
UNION OMITS CLASS A DIVIDEND

The Union Tobacco Company, according to reports, has omitted the Class A dividend payment, which is due at this time in order to make available more money for advertising purposes.

The Class A stock is held by officials of the Company and the dividend was omitted at their suggestion for this purpose.

AUTOMATIC VENDING MACHINES IN A & P

Consolidated Automatic Merchandising Corporation (Canco), has announced that orders for its talking robots and change makers have been received from the Great Atlantic and Pacific Tea Company for installation in stores at Detroit, Pontiac and Dearborn, Michigan.


After all nothing satisfies like a good cigar.
LESCHEY-MYERS-CIGAR BOX CO.
YORK-HANOVER-PHILADELPHIA
GLOBE BOX CO.
LIMA, OHIO.
MANUFACTURERS CIGAR BOXES.
The Best Cigars are packed in Wooden Boxes

BLACKSTONE TRANSFER NOW COMPLETED

CONTROLLING interest in Waitt and Bond, Inc. manufacturers of the "Blackstone" cigar, of Newark, N. J., has been taken over by the Porto Rican-American Tobacco Company.

An exchange of nearly $3,000,000 worth of stock between the two companies took place. Waitt & Bond is rated on the curb at $5,000,000. The Porto Rican Company which is rated on the New York Stock Exchange at about $15,000,000 holds a $20,000,000 interest in the Congress Cigar Company of Philadelphia, manufacturer of the "La Palina" cigar.

Waitt & Bond will have exactly the same status after changing hands as it has now. C. Howard Knapp, secretary, said. It will have the same management and the business will be carried on in exactly the same manner as at present.

In connection with the exchange of stock, two officers of the Newark company, which moved into a $75,000 plant at Sherman Avenue and Concord Street in March, will retire from the administration. Both of the retiring officers will become stockholders of the Porto Rican company after the exchange.

Those to retire will be Charles B. Waterman, vice-president, who has been with the company nearly twenty years, and Cornelius A. Sullivan, treasurer, who has been with Waitt & Bond forty-six years. Mr. Sullivan began as an office boy, and worked his way up in the organization. Both Mr. Sullivan and Mr. Waterman live in Montclair.

William E. Waterman, president of the company and brother of the retiring vice-president, will continue in his present position. No new vice-president will be named, since there now are two firm members with that position. The other vice-president, who will continue in that capacity, is James M. Porter, Mr. Knapp, present secretary, will add Mr. Sullivan's duties to his own, and become secretary-treasurer. There also will be some changes in the board of directors, including an increase in the members from six to seven.

For twenty-one years the Waterman family has held the controlling interest in Waitt & Bond. The firm was founded fifty-five years ago in Boston by Waitt and Bond, neither of whom is now living. The company was incorporated when the Waterman interets took it over. Ten years ago the business was brought to Newark. Until last March a factory was maintained in Baltimore, one at 25 Wickliff Street and another at 42 Clifton Street. The new plant, into which all the company's activities have been consolidated, is a four-story building containing 165,000 square feet.

The new board of directors will consist of Louis Toro, president of the Porto Rican-American Tobacco Company, as chairman; T. C. Breen, treasurer of the Porto Rican company; Joseph F. Cullman, Jr., of Cullman Brothers, New York tobacco dealers; Howell Lewis Brown, of Burroughs & Brown, New York law firm; William E. Waterman; Mr. Porter and Mr. Knapp.

The existing board of directors consists of William E. Waterman, Charles B. Waterman, Mr. Porter, Mr. Sullivan, Mr. Knapp and R. H. McDonald Jr.

DUNHILL PROFITS INCREASE

Dunhill International, Inc., which is controlled by the Schulte interests, reports net profit for the six months ending June 30, 1929, of $423,417, as against $303,390 in the first half of 1928.

SALE OF PORTO RICAN TOBACCO

THE Tobacco Growers Cooperative Association of Porto Rican sold about 500,000 pounds of the 1929 tobacco crop during the latter part of June, at prices ranging around 30 cents a pound, according to information received in the Tobacco Section of the Department of Commerce from Rolland Welch, office of the Trade Commissioner in San Juan. Growers who are not members of the association also sold about 150,000 pounds to the larger buyers at about 25 cents a pound and local speculators bought various amounts which cannot be estimated as to quantity, but which brought around 25 cents a pound.

The two sales made by the Tobacco Association were 257,975 pounds constituting the total amount of the Utuado pool, and 253,752 pounds, constituting the entire amount of the Aibonito pool. The Utuado tobacco was a "heavy" grade and ran about 10 per cent Boliche. The price was 30.75 cents per pound for all classes except Boliche, and 10.50 cents for that. The Aibonito tobacco was about the "lightest" in the island. It also ran about 10 per cent Boliche. The price paid was 30 cents for all classes including Boliche.

Practically all of this year's tobacco has passed from the hands of the growers and into the hands of the large manufacturers, the Tobacco Growers Association, speculators, local brokers, and dealers. Except for the sales mentioned no actual price transactions have been made. The large manufacturers financed about 75 per cent. of the crop and are holding stocks of the growers as guarantee to payment of these loans, but they have not agreed as to prices to be paid for it.

The Tobacco Growers Association held on June 26 tobacco stocks as follows:

	Pounds.
Caguas pool	270,000
Cayey pool	1,950,000
Comerio pool	600,000
Manati pool	160,000
Total	2,980,000

Many speculators bought tobacco while it was green, some claiming to have paid around 18 cents for it. Considering costs of curing and shrinkage this price is equal to about 25 cents for cured tobacco.

A good many farmers are holding out for 35 cents a pound. Those better informed as to market conditions believe the price will reach that figure by autumn, but they point out that a price of around 30 cents now is equal to a price of 35 cents four or five months hence, considering the cost of storage and insurance, the cost of fermentation, and losses through shrinkage.

The crop of 1929 is estimated by growers as low as 20,000,000 pounds, and by buyers as high as 25,000,000 pounds. Most of it is said to be of good quality.

STORM DAMAGES IN SUMATRA EAST COAST

According to statements appearing in the "Sumatra Post," the tobacco plantings in Langkat, Sumatra East Coast, have been seriously damaged by a storm, states Gordon Phelps, office of the Trade Commissioner in Batavia in a report to the Tobacco Section of the Department of Commerce. The loss is said to run into millions of guilders.

UNITED CIGAR SALES INCREASE

United Cigar Stores Company and subsidiaries report sales for the first fourteen days of July amounted to $3,094,000, an increase of 6.5 per cent. over the same period of 1928.

JUNE WITHDRAWAL FIGURES WILL BE DELAYED

AS THE TRADE is undoubtedly anticipating the receipt of our usual *Tobacco Barometer* supplement, generally issued between the 20th and the 25th of each month, we desire to direct attention to the fact that the figures for the month of June and the fiscal year ending June 30th (the next to be issued) are usually delayed until the early part of September.

This delay occurs every year, and is due to the established policy of the Internal Revenue Bureau to withhold the June figures pending the issuance of the preliminary report of the Commissioner for the complete fiscal year ending June 30th.

Last year the complete June and fiscal year figures were published by us on September 4th, and we do not expect that they will be available much, if any, earlier this year. In fact, our present information is to the effect that they will be released about September 12th.

Realizing the keen interest of the trade, we will make every possible effort to secure these figures as quickly as possible, and it is perhaps unnecessary to add that just as soon as they are available, our usual statements will be issued with all due promptness and dispatch.

TOBACCO MERCHANTS ASSOCIATION
OF THE UNITED STATES.

SAN FRANCISCO MERGER DENIED

Glazer Brothers, cigar and tobacco distributors, of San Francisco, Cal., have found it necessary to circulate a printed statement to the trade denying the rumors that have been circulated there that they were about to merge their business with that of Ehrman Brothers.

A. Ehrman has also made the statement that he has several times denied the rumor, though there are those who persist in knowing more about it than he does himself. He states that while it is possible that stabilization in the trade might result from the union of strong distributing interests, and that this might well work to the benefit of the retail trade as well as to that of he distributing trade, the time does not yet seem propitions for such a movement. As it is, their brands are all moving well all over the territory in spite of the general reported quietness of trade, and they anticipate a good fall season.

SCHULCO COMPANY EARNINGS

Schulco Company, Inc., a subsidiary of the Schulte Cigar Stores Company, reports net income from operations for the period January 1 to June 30, 1929 of $237,023. After adding interest received and discount on bonds purchased and deducting interest on 6½ per cent. mortgage bonds, net income for the same period amounted to $11,494.

SUNDAY SALE OF TOBACCO HIT

The Virginia blue law with regard to Sabbath observance in regard to selling unnecessary articles is about to be revived in Richmond, Va., and enforced on all drug stores, confectionery stores, and restaurants, according to an edict issued by the commonwealth's attorney, David H. Lindsay.

If the edict is enforced no tobacco will be sold in that city on Sunday in the future.

MURIEL
CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

PRODUCTION OF CIGARS AND CIGARETTES BY YEARS

FOLLOWING is a table showing the production of cigars, cigarettes, smoking tobacco and snuff for the past thirty-two years, as compiled by the United States Department of Commerce from the reports of the Commissioner of Internal Revenue, Treasury Department:

Year	Production of Cigars		Cigarettes		Tobacco and Snuff	
	Large Number	Small Number	Large Number	Small Number	Smoking Pounds	Snuff Pounds
1928[1]	6,426,559,696	419,902,040	11,475,137	108,352,424,009	([2])	40,655,395
1927	6,519,004,960	439,419,390	11,432,360	99,809,031,619	237,933,677	40,197,123
1926	6,498,641,233	412,314,795	13,239,765	92,096,973,926	246,438,832	38,226,725
1925	6,463,193,108	447,089,170	17,428,807	82,247,100,347	247,739,899	37,841,222
1924	6,597,676,535	530,714,332	16,054,285	72,708,989,025	246,990,137	39,029,026
1923	6,950,247,389	505,305,490	18,065,858	66,715,830,430	234,944,139	39,228,284
1922	6,722,354,177	632,906,635	17,450,456	55,763,022,618	243,355,372	38,136,406
1921	6,726,095,483	670,482,748	14,518,266	52,085,011,560	222,723,045	34,689,917
1920	8,096,758,663	633,222,232	28,038,552	47,430,105,055	219,270,561	34,348,941
1919	7,072,357,021	713,235,870	31,888,910	53,119,784,232	228,566,655	35,007,882
1918	7,053,549,402	847,466,421	23,413,857	46,656,903,224	257,893,440	37,180,382
1917	7,559,890,349	967,228,920	24,596,110	35,331,264,067	243,586,164	33,516,802
1916	7,042,127,401	890,482,790	22,192,700	25,290,293,911	239,720,776	33,969,594
1915	6,599,188,078	965,135,187	15,816,210	17,964,348,272	234,927,827	31,898,407
1914	7,174,191,944	1,074,699,103	13,894,359	16,855,626,104	226,888,866	30,595,640
1913	7,571,507,834	959,409,161	15,105,776	15,555,692,661	220,809,688	32,898,056
1912	7,044,257,235	1,055,191,495	16,600,384	13,167,093,515	217,330,409	31,363,651
1911	7,048,505,033	1,213,832,840	17,058,718	10,469,321,101	209,367,475	28,943,754
1910	6,810,098,416	1,118,135,635	19,374,077	8,644,335,407	214,056,402	31,445,178
1909	6,667,774,915	1,043,023,559	17,794,163	6,818,858,272	202,374,654	28,454,958
1908	6,488,907,269	1,072,512,540	17,668,772	5,742,832,524	192,229,890	24,035,738
1907	7,302,029,811	1,074,083,976	14,984,493	5,255,572,445	179,172,512	24,175,219
1906	7,147,548,312	989,751,253	10,742,354	4,501,254,783	175,664,091	26,115,285
1905	6,747,869,277	803,641,616	6,913,138	3,666,814,273	165,208,982	23,671,078
1904	6,640,482,483	736,187,259	7,103,193	3,426,890,229	149,151,690	20,221,400
1903	6,806,017,429	592,406,721	6,391,476	3,360,095,239	134,359,183	22,689,767
1902	6,231,714,558	676,115,995	10,131,315	2,961,229,132	131,130,733	18,682,341
1901	6,139,390,776	775,248,236	5,174,530	2,722,979,167	112,156,974	17,513,317
1900	5,565,669,701	610,926,720	4,585,675	3,254,130,630	101,548,467	13,805,311
1899	4,909,566,840	622,318,245	2,610,240	3,742,365,163	102,468,594	14,723,392
1898	4,458,836,966	456,826,384	1,745,915	4,384,037,982	89,240,526	13,607,631
1897	4,135,594,125	295,456,384	([3])	4,631,820,620	85,463,194	13,768,455

[1] Compiled from monthly tax reports of stamp sales (less stamps used on cigars made in bonded manufacturing warehouses, class 6) for calendar year 1928 and products made in registered factories exported tax free for the fiscal year 1928. Figures will be revised when data for 1929 annual report of the Commissioner of Internal Revenue are available.

[2] Separate figures not available.

[3] Included in "Small cigarettes."

MORROW CHAIRMAN OF UNITED STORES

George K. Morrow, president of the Gold Dust Corporation, will be chairman of the board of the recently organized United Stores Corporation, according to an announcement made last week.

Frederick K. Morrow, his brother, will be president, and R. W. Jameson, of the Dominion Stores Corporation, executive vice-president. Eugene Stetson, vice-president of the Guaranty Trust Company, of New York, is to be a director.

The United Stores Corporation, which is offering its stock for that of the Tobacco Products Corporation, United Cigar Stores Company, and the Union Tobacco Company, plans to give Class A stockholders rights to buy 125,000 additional shares at $20 a share as soon as the merger plan is declared operative.

FALL TOBACCO INSCRIPTIONS SET

The dates of the fall tobacco inscriptions at Amsterdam, Holland, have been set as follows: Sumatra, Amsterdam, October 3; Java, Amsterdam, September 20, October 18, November 8, December 6; Rotterdam, September 27, October 25 and December 13.

WISCONSIN TOBACCO MEN CONVENTION

The Wisconsin Leaf Tobacco Dealers' Association held their annual convention at Edgerton, Wis., last Thursday, and H. W. Scott, of Stoughton, was elected president of the Association, to succeed William T. Jefferson.

Other officers elected were: George D. Whitefield, Madison, vice-president; O. J. Jensen, Edgerton, secretary; Charles T. McIntosh, Edgerton, treasurer. Directors are: E. W. Jefferson, Sparta; L. C. Bekkedal, Westby; F. P. McIntosh, Viroqua; William C. McIntosh, Edgerton, and N. L. Carle, Janesville.

The next convention will be held in 1930 at Cambridge, Wis.

The winner of the annual golf tournament held in connection with the convention was Tom Block, with a low gross score of 76.

MENGEL COMPANY DIVIDEND

The Mengel Company, Louisville, Ky., has declared the regular quarterly dividend of 1¾ per cent. on the preferred stock, payable September 1st to stockholders of record August 15th.

NUMBER OF FACTORIES AND DEALERS

TOBACCO has long been a favorite source of revenue by the United States Government, this product being generally considered in the class of luxuries. In order to make certain that all of the taxes may be levied and collected, the Bureau of Internal Revenue requires that each manufacturing establishment and dealer be registered or licensed.

On January 1, 1928 the total number of factories was 9439, of which 7974 manufactured cigars, 136 cigarettes, and 1329 tobacco and snuff.

New York leads in the total number of tobacco manufacturing concerns, followed by Pennsylvania, Illinois, Ohio and Wisconsin in the order named. Of the total number of dealers, 2841, there were in North Carolina 552, Kentucky 496, Virginia 361, New York 302, and Pennsylvania 284.

In addition to the factories operated under the jurisdiction of the Bureau of Internal Revenue, there were during 1928 eight bonded manufacturing warehouses of class 6 which were operated under the jurisdiction of the Bureau of Customs. During 1928 there were 28,131,742 pounds of leaf tobacco consumed in these bonded manufacturing warehouses, compared with 16,072,878 pounds in 1927.

KLEIN EARNINGS INCREASE

D. Emil Klein Company, of New York City, manufacturers of "Haddon Hall," "Nottingham," and "Emanelo," reports net income of $156,455 for the six months ending June 30, after depreciation and taxes, equal after preferred dividends, to $1.21 a share on the 100,000 shares of no par common stock outstanding.

This compares with $133,913, or 99 cents a share on the no par common for the first six months of the previous year.

Sales for the first six months of 1929 amounted to $1,608,166 as compared with $1,439,161 for the same period of last year; an increase in sales of $169,005.

I. LEWIS FACTORY IN DALLASTOWN

The I. Lewis Cigar Manufacturing Company plant, formerly located on West Main Street, in Dallastown, Pa., is to be moved to the Kauffman building on South Walnut Street, formerly occupied by Otto Eisenlohr & Brothers, Inc.

The move will be made by the I. Lewis Company about August 1st, and is made necessary by the increased demand for the product of the I. Lewis Company, which necessitates larger quarters to accommodate a larger number of cigar-makers.

DOWNER QUITS A. C. COMPANY

A. I. Downer, who has covered Texas and other southeastern States for the American Cigar Company for a number of years, has resigned from that Company effective August 3rd.

Mr. Downer became associated with Seidenberg & Company in 1909.

C. A. KILDOW DISSOLVES PARTNERSHIP

C. A. Kildow and Gordon K. Bolon, associated in the firm of C. A. Kildow, Bethesda, Ohio, have dissolved partnership and Charles A. Kildow has assumed all liabilities and become sole owner of the assets of the firm.

The firm manufactures the "Garcia Smoker."

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

LA PALINA SPECIALS

EVEN at 2 for 25¢ these cigars were a wonderful value. Now—with nothing changed but the price, they are easily the biggest dime's worth of cigar satisfaction ever offered.

Anticipate the tremendous demand for this fast selling size—and stock up **now!**

La Palina **"Specials"** are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

Now 10¢

CANDY MEN CONDEMN UNFAIR PRACTICE

AT the recent convention of the National Confectioners' Association, held at West Baden, Indiana, the association considered unfair trade practices and condemned as unethical a number of practices which are commonly employed in the candy trade to the detriment of the general welfare of the industry.

The practices condemned included free deals, secret rebates, untrue advertising, discriminatory price concessions, imitating labels or containers, and subsidizing of jobbers' and retailers' salesmen.

The following resolutions were adopted, and some of them could be adopted profitably by the tobacco industry:

1. Resolved—That the making, causing or permitting to be made or published, any false or untrue statement of or concerning the advertising, product, business policies, or methods of a competitor, is an unfair trade practice and against the public interest.

2. Resolved—That obtaining information from a competitor by making false or misleading statements or misrepresentations, or by false impersonation of one in authority, or by any method of espionage, is an unfair trade practice and against the public interest.

3. Resolved—That the practice of securing agents, salesmen, other sales representatives and other employees by misleading or dishonest promises of guarantees, and enticing away the agents, salesmen, other sales representatives and other employees of competitors by such means, is an unfair trade practice and against the public interest.

4. Resolved—That the subsidizing of jobbers' or wholesalers' or retailers' salesmen by the giving of commissions, bonuses, premiums or prizes, with or without the consent of the employer, is an unfair trade practice and against the public interest.

5. Resolved—That the giving of so-called premiums or prizes to the wholesale or retail trade, which are not display devices or fixtures or intended primarily for advertising or window display purposes, but which as a matter of fact constitute a reduction in the manufacturer's list price and for no other purpose, is an unfair trade practice.

6. Resolved—That advertising which represents the kind, quality or the price of goods sold, and which is false and misleading, is an unfair trade practice and against the public interest.

7. Resolved—That free deals which induce jobbers, wholesalers and retailers to purchase in excess of their economic sales requirements, and which in fact constitute a reduction in the list price of the seller; automatically reduce value; overstock the jobbers, wholesalers and retailers, and retard turnover, is an unfair trade practice and against the public interest.

8. Resolved—That secret rebates, secret concessions, and secret allowances of any kind, which are economically unsound, discriminating unfairly between various classes of customers, is an unfair trade practice and against the public interest.

9. Resolved—That price concessions, which are unjustly discriminatory between individual customers of the same class or type, are uneconomical and an unfair trade practice and against the public interest.

10. Resolved—That the imitating or copying of the wrappers, labels, cartons, containers, or other packages; imitating or copying of the distinctive and original types or kinds of candies of another manufacturer, is an unfair trade practice and against the public interest.

IMPORTS OF TOBACCO AND TOBACCO PRODUCTS

ALTHOUGH the United States leads all other countries in the production and manufacture of tobacco, the quantities of both unmanufactured tobacco and of tobacco products imported are considerable.

There has been a decided decrease in the imports for 1928, when compared with previous years, according to statistics recently published by the Department of Commerce, the quantity being 27,956,633 pounds less than for 1927.

The imports of tobacco are largely made up of cigarette leaf, over one-half of the total being used for this purpose. Over two-thirds of the amount was from Greece and Turkey, while most of the remainder, which may have been transshipped from Greece, was imported from Italy. Of the total cigar leaf, over three-fourths was imported from Cuba, while nearly all of the remainder, leaf suitable for cigar wrappers, produced in the Netherlands East Indies was imported from the Netherlands.

Of manufactured tobacco imported "cigars and cheroots" the product of the Philippine Islands, forms the largest proportion, there having been over 2,500,000 pounds imported into the United States during the calendar year 1928.

In addition to the tobacco and tobacco products imported into the United States, considerable quantities are shipped from Porto Rico into the continental United States. The quantities in 1928 included 17,574,555 pounds of leaf, 8,190,837 pounds of stems, scraps, and trimmings and 53,590,000 cigars and cheroots.

Considerable quantities of imported leaf tobacco remain in United States bonded warehouses for some time before being withdrawn and the duty paid.

PROFESSOR WHO PERMITTED FAGS FIRED

Dean Henry Dexter Learned, who permitted his co-ed students as well as the boys to smoke in the hall of Asheville (N. C.) City College was dismissed by the Asheville Board of Education last week, following an executive session of the board.

The executive session was declared when the applause of a committee of parents and students who attended the meeting to support the young dean, interputed discussions of the board in open session.

The board voted five to two not to reappoint Dean Learned and later chose Professor David Wilson of Hamden City Collge, Va., to be the new dean.

The controversy over whether students at Asheville College, including the girls, should smoke between classes was brought before the Board of Education last week and women members of the board rallied about Dr. Learned. He was criticised in other quarters for giving the students permission to smoke in the college building.

Dr. Learned has a degree from the University of Pennsylvania and has instructed at Pennsylvania, Michigan, Chattanooga and North Carolina Universities.

When asked about his ruling, the dean said: "If nobody smoked cigarettes, what would happen to the public school system of North Carolina? This is the biggest cigarette producing State in the Union."

EFFECTS OF CIGARETTE SMOKING

IN THE rapid approach to universal indulgence in cigarette smoking by adult and near-adult members of the human race in all quarters of the world, the practice of the use of tobacco in this lightest form, comes in for condemnation and criticism by publicity seekers with customary frequency.

The latest verbal tirade directed at the use of cigarettes by mothers comes from a pulpit in Knoxville, spoken Rev. Richard M. Millard in a Mothers' Day sermon, in whish he quoted a medical authority to the effect that two-thirds of the babies of mothers who smoke die before they reach the age of two years.

The *Knoxville News-Sentinel*, which paper gave publicity to the sermon, sought the basis for the statements of the Rev. Millard obtaining differing views upon the subject from individual medical doctors some of whom held that no affects had been noticed from their observations while others believed cigarette smoking by mothers to be seriously harmful. Going on further with the investigation, the Knoxville paper obtaind some official information from *Science Service* of Washington. The result of the findings of this service would indicate that the use of cigarettes by mothers has little or no affect upon the health of off-spring.

The report in full text follows: "Large doses of nicotine suppressed the secretion of milk in the cat and the cow and, in one case, in the human mother, investigation carried out by Dr. Robert A. Hatcher and Hilda Crosby of the Cornell University Medical College have revealed. The experiments were undertaken to discover any affects on either mother or child when the nursing mother smoked.

"Little is known concerning the excretion of nicotine in the milk of lactating women who smoke. Our attention was directed to the problem by the occurrence of symptoms in an infant which were thought to be due possibly to nicotine in the milk of the mother who smoked many cigarettes," the authors stated in their report to the *Journal of Pharmacology and Experimental Therapeutics*.

Experiments Cited

Smoking mothers have recently come in for considerable censure by members of the clergy and other reformers on the ground that smoking injures both mother and nursling. As a matter-of-fact, no very exact scientific knowledge of the subject is available, except for the recent experiments of Dr. Hatcher and Miss Crosby.

Physicians have not found any effect on the child that could be attributed to nicotine poisoning from cigarettes smoked by the mothers. These experiments bear this out. Kittens who nursed from the cat which had received large doses of nicotine were not affected.

Dr. Harvey C. Williamson, Dr. Howard S. McCandlish and Dr. Ogden Conkey, all of the department of obstetrics and gynecology of Cornell University Medical College and consequently men of vast experience with mothers and new-born babies, told the investigators verbally that they never had observed any diminution in the secretion or supply of milk, or any effect on a child that could be attributed to smoking cigarettes by the mothers.

Effect is Different

Tobacco is known to affect different people in different ways. Some are extremely susceptible to nicotine. Partly because of this but largely because pregnancy is a precarious condition calling for every precaution, physicians generally advise expectant mothers to refrain from smoking. This is done largely to protect the mother herself from any possible ill effects.

In the experiments of Dr. Hatcher and Miss Crosby it was found that large doses of nicotine suppressed the secretion of milk in cat and cow for longer periods than those required for the elimination of the greater part of the poison from the body.

The human subject of the experiment was a young woman aged 25. She smoked from 20 to 25 cigarettes a day. The secretion of milk had been abundant but decreased rapidly during the last two days of the experiment. A specimen of the milk was then examined and found to contain just a trace of nicotine.

From grandmother's time and generations before, expectant mothers have been advised concerning what they eat, drink and indulge in during the period incident to childbirth. Over-eating and the drinking of tea and coffee to excess are doubtless of greater harm than cigarette smoking.

While cigarette smoking and other uses of tobacco are not condoned as panacea practices it is generally accepted knowledge that nicotine in the system is guard against many diseases in addition to being one of the greatest nerve stabilizers known to mankind.

It is of more than passing interest to know that most of the world's greatest thinkers are smokers. This has also been true of great minds of the past. Men in all walks from laborer to master scientist find tobacco in some form an agency for relaxation and the resultant sound or unhasty action. Smoking is a pre-

(Continued on Page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

EL DE COU:—45,523. For cigars. July 9, 1929. Walter L. DeCou, New Orleans, La.

DRINKLESS TOBACCO YELLO CIGARETTE HOLDER:—45,524. For cigarette holders. July 12, 1929. Kaufman Bros. & Bondy, Inc., New York, N. Y.

WAREHAM:—45,525. For all tobacco products. July 16, 1929. Geo. Schlege, Inc., New York, N. Y.

W. C. C. O.:—45,527. For cigars. July 23, 1929. Worch Cigar Co., St. Paul, Minn.

TRANSFERS.

BEVERLY MANOR:—45,242 (T. M. A.). For cigars, cigarettes and tobacco. Registered June 2, 1928, by E. Popper & Co., Inc., New York, N. Y. Transferred to Daniel Frank Co., Boston, Mass., July 20, 1929.

EL VERANO:—3910 (Tobacco Leaf). For cigars. Registered July 8, 1889, by Geo. Alces, New York, N. Y. Through mesne transfers acquired by Miguel Rivera, New York, N. Y., and re-transferred to Jacob Epstein, Brooklyn, N. Y., September 16, 1920.

ROYAL BLUE:—5417 (Tobacco Leaf). For cigars. Registered January 29, 1891, by F. Teller & Co., Philadelphia, Pa. Through mesne transfers acquired by Sig. C. Mayer Cigar Co., Philadelphia, Pa., and re-transferred to Charles Sprenkle, Red Lion, Pa., June 24, 1929.

THE TOBACCO INDUSTRY OF FRANCE

ACCORDING to the most authentic documents available, tobacco was first introduced into France early in the Seventeenth Century by Jean Nicot de Villemain, French Ambassador to Portugal, and very quickly won wide favor, states American Trade Commissioner William L. Finger in a report to the Tobacco Section of the Department of Commerce. Perhaps with the dual motive of restricting the use of tobacco in France and adding to the revenue of his country at the same time, Cardinal Richelieu, the Prime Minister, placed the first tax on tobacco in that country in 1629. This was the first control measure exercised by the French Government over tobacco, and after that date (with the exception of a few years during the French Revolution) the degree of supervision progressed rather steadily until it took the form of the present monopoly.

Despite the taxation, tobacco culture increased so rapidly in France that a government monopoly of manufacture and sale was theoretically established, or forecast, by a decree in 1674. But it was not until 1730, after several hesitating attempts to put the monopoly into effect, that its organization finally became operative.

History of the Monopoly, 1730-1928

At the beginning of the monopoly in 1730, there were ten national factories, some of which are still in use at the present time, with improvements, of course. Violations of the law against private sale were so strictly punished that the monopoly became exceedingly unpopular. However, the monopoly in its original form continued to exist until the second year of the Revolution, 1791. The total receipts from the monopoly increased from seven million gold francs in 1730 to thirty-two million in 1791.

Among other sweeping reforms effected at the beginning of the Revolution was the abolition of the tobacco monopoly in March, 1791. From that date until 1798 the growth, manufacture and sale of tobacco were free, the only restriction being a tariff on imported tobacco.

But in 1798 the Directory, (the name of the executive committee of the French Government from 1795 to 1799) imposed numerous government regulations and taxes on tobacco; they were impelled to this action by the exigencies of the financial situation which had gone from bad to worse. The restrictive measures of the Directory were retained during the Consulate (the form of government from 1799 to 1804) and during the early years of the Empire, until Napoleon once more followed the principles of the overthrown monarchy and restored the monopoly by the laws of 1810 and 1811. During the period 1798 to 1810 the income of the government from the monopoly was greatly inferior to what it had been under the monarchy.

The decree of 1811, which is the real origin of the present regime, established for the administration of the tobacco monopoly a separate office under the general supervision of the director general of the excise office and under the immediate direction of a state councilor. The separate office was authorized to issue a loan, the proceeds of which were to be used for the purchase of factories and stocks of tobacco from the private owners, who received no further direct compensation, but were appointed to positions in the new monopoly.

The cultivation of tobacco was under strict government control, but at the same time it was encouraged, the factories, operated by the state, being allowed to import only one-sixth of their total consumption of leaf tobacco.

The various services of the monopoly were carefully organized. There were local warehouses, sufficient in number so that no field was more than fifteen miles distant from a warehouse, to receive the tobacco when harvested; there were larger central warehouses for the concentration of stocks of leaf tobacco; there was a manufacturing committee concerned with problems of production; there were wholesale warehouses for stocking large supplies of the manufactured products; and there were stores for the retail trade in tobacco, managed by employees paid on a percentage basis.

This form of the monopoly yielded such satisfactory results that it was continued when the monarchy was restored in 1814; in fact, after a law confirming it in 1816, only three changes of importance have been made and they follow:

(To be Continued)

EFFECTS OF CIGARETTE SMOKING

(Continued from Page 17)

ventive from talking out of turn and is cause for pause before words.

The fellow who brings home the big string of fish is the one who employs tobacco in some form to govern his patience.

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VOLUME 49 No. 16

THE TOBACCO WORLD

QUALITY—*Not Quantity!*

Porto Rican Tobacco's Finest Crop

The natural superiority of Porto Rican tobacco has long been recognized. Its free-burning qualities, mildness, fragrance and moderate price are fast winning an ever-growing public appreciation. Today, Porto Rican cigars are the first choice of many discriminating cigar smokers.

Stalking Porto Rican Tobacco

This year's crop of Porto Rican tobacco is unquestionably the finest that has been produced. Various conditions are responsible for this high peak of excellence, setting a new quality standard for this splendid leaf. True, there is a tremendous shortage but this very shortage enabled the growers to devote greater care and more intensive supervision than ever before. Unusually favorable climatic conditions also materially aided in making this year's tobacco outstandingly superior.

For the convenience of new buyers, a complete list of growers, packers and dealers will be promptly furnished upon request

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Ever notice that few doctors smoke anything but cigars?

After all nothing satisfies like a good cigar

"Aged in the Wood"

For ages a "woody flavor" has been extolled by connoisseurs. And post-Volsteadian aridity has done nothing to change the taste of epicures. The cognoscenti, which all smoke lovers compose, still prefer cigars that have been mellowed by the offspring of Nature, rather than those confined in the artificial creations of man.

The best cigars
are packed in
WOODEN BOXES

Volume 49 — **THE TOBACCO WORLD** — Number 16

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, AUGUST 15, 1929 — Foreign $3.50

A. T. COMPANY MAY SPLIT STOCK

RUMORS are current in the financial districts of the country that directors of the American Tobacco Company, before the end of this year, may announce plans for the reduction in par value of the common and common "B" stock from $50 to $25 a share, and the issuance to stockholders of two new shares for each one of the old stock held.

Based on reports for the first six months of the current year, indications are that the company will establish another new high record of earnings for the sixth consecutive year. Net income for the year is conservatively estimated at $12 a share, while the present annual dividend on the stock is on an $8 basis.

According to the *Wall Street News*, the American Tobacco Company, besides supplying about one-third of the cigarettes consumed in this country, it does about the same proportion of the smoking tobacco business and about twenty-five per cent. of the plug tobacco business.

The following table shows net earnings after charges, net per share and surplus for the past five years:

Year	*Net Earnings*	*Net per Share*	*Surplus*
1928	$25,014,434	$11.19	$45,650,521
1927	23,309,689	10.29	39,421,241
1926	22,553,384	9.90	34,948,276
1925	22,238,596	9.77	31,233,096
1924	20,784,871	9.02	28,266,081

The real measure of the strides which American Tobacco has made is understood to be only partially reflected in the earnings figure above, as the practice is and has been to plow back increased earnings for future intensive development work. Along these lines it may be said that American Tobacco began operations abroad early in 1929, and has been successful in the introduction of an American cigarette in Great Britain.

Aside from the favorable position the company holds in the industry, substantial benefits have been received from the consistent growth of consumption of cigarettes, which was very gratifying during 1928, and which is running ahead during the current year. For the twelve months ended December 31, 1928, production of cigarettes was 8.92 per cent. over the corresponding period of 1927, and amounted to 105,915,865,000 cigarettes against 97,717,607,000 cigarettes the year previous.

At the close of 1928, American Tobacco was in excellent financial condition, the balance sheet showing current assets of $119,876,042, against current liabilities of $11,264,895, leaving net working capital of $108,611,147 compared with net working capital of $103,520,830 as of December 31, 1927. The company's stock interests in affiliated companies amount, at cost, to $16.50 a share of its own stock.

STORM DAMAGES CONNECTICUT TOBACCO

ON August 1st, one of the worst hail and wind storms ever experienced swept over Hartford, Conn., and parts of the Connecticut Valley tobacco growing section, damaging tobacco in the fields, damaging the crop to the estimated extent of $1,000,000.

Large hailstones fell for twenty minutes, covering the ground and shade tents with a heavy coat of ice. The storm was accompanied by a heavy gale of wind which added to the devastation caused by the hail.

After a survey of the damage, President Louis Leopold, of the American Sumatra Tobacco Company, issued the following statement:

"The hail storm of Thursday night in the Connecticut Valley was the worst in the history of the State, but the damage to shade tobacco was comparatively light. Only where the weight of hail and ice broke through the shades, and exposed the tobacco, was real damage experienced. The total loss by our company will be between $30,000 and $50,000, and it may not be that high. At any rate, it will not be over those figures.

"The principal damage was felt by the independent farmer, whose tobacco was unshaded. The storm was so severe that it destroyed all the plant, and left no tobacco for sale in any form where the storm raged.

"Since the range of the storm was rather limited, it would not so severely affect the larger interests, but, rather, the farmers with small acreage in tobacco."

CHILDS WILL HAVE OWN BRAND

Following the change in the management of the Childs chain of restaurants, radical changes in the policy of the operation of the restaurants has been announced.

The restaurants will enter into active competition with the drug and cigar store soda fountain lunch counters by the installation of elaborate soda fountains and sandwich bars in all their restaurants, at which additional patronage seems possible.

The company will also have its own brands of coffee, cigars and cigarettes and will also embark extensively in the candy business.

MANNIE FREEMAN BACK FROM TRIP

Mannie Freeman, of S. J. Freeman & Sons, New York City, has returned from an extensive trip through the middle western territory and reports demand for their Manila brands very satisfactory.

Their "Flor de Intal" are going especially well in the Buffalo territory, where they are being distributed by the J. T. Snyder Retail Cigar Stores, and their "Magallanes" are going over big in Toledo, Ohio, where they are being handled by Harnitt & Hewitt.

INDEPENDENTS MAY USE UNITED COUPONS

THE United Profit Sharing Corporation, of New York City, has launched a campaign to endeavor to have the independent retailer distribute United Profit Sharing Certificates with their sales.

A number of independents are already distributing these coupons under an agreement made with the Profit Sharing Corporation giving them the exclusive right to distribute these certificates within a radius of a certain distance from their stores.

The text of the agreement between the company and the independent retailer is as follows:

"The purchaser agrees to buy and order from the corporation United Profit-Sharing coupons in an amount of not less than ..... dollars, on the signing of this agreement; and to pack or issue said coupons with all retail sales, in the following territory: ..... and not to use or distribute or sell said coupons in any other manner.

"The purchaser agrees to pay for said coupons at the rate of $3 per thousand for coupons marked No. 1, and all other denominations in direct ratio.

"Advertising material such as catalogs, both small and large, and window posters will be furnished purchaser free of charge.

"This contract contains all of the terms, conditions and representations agreed upon, and must be countersigned by an officer of the corporation before it takes effect.

"The corporation reserves the right to cancel this contract if the purchaser removes from the above address, changes his business in any material respect, fails to offer the coupons with the products mentioned above, or violates any provision hereof. The corporation moreover reserves the right to refuse to redeem all coupons which have been used, sold or distributed in violation of the terms of this contract.

"In the event of any decision, judgment, law or ordinance being made, entered, passed or adopted during the term of this contract, or of any of its renewals, whereby the issuance or distribution of the said coupons is taxed or prohibited, this contract shall thereupon immediately cease and terminate; and in such event corporation agrees to repurchase from the purchaser at the cost price thereof; i. e., $3 per thousand No. 1 coupons, other coupons at proportionate rates, all coupons remaining undistributed and in the possession of the purchaser, provided same are delivered to corporation within thirty days after such termination of the contract."

TAMPA PRODUCTION SHOWS SLIGHT DROP

According to statistical figures given out by the Internal Revenue Department, Tampa factories produced 42,162,170 cigars during the month of July, 1929, which is slightly less than was produced in Tampa during the month of June, 43,093,040.

The July production by classes follows:

Class A	11,492,800
" B	477,850
" C	20,762,880
" D	9,268,630
" E	160,010

CLOVER TOBACCO COMPANY, INCORPORATED

The Clover Tobacco Company has been incorporated by Lewis Liberman, of Camden, N. J., with a capital of $100,000.

LORILLARD COMPANY OFFERS RIGHTS

NOTICES have been received by stockholders of the P. Lorillard Company, of a special meeting to be held September 6 to approve an offering of stock to the stockholders at $20 a share on the basis of one share of new stock for each two and one-half held, to approve a proposed change of the 2,000,000 shares of $25 par value common stock into a like number of no par value shares, and the authorization of 3,000,000 additional no par value shares, bringing the total number of authorized shares to 5,000,000.

Employees will receive an offer of 150,000 of the new shares at $20 a share if the plan is approved by the stockholders.

The rights to subscribe for the new stock will be given to stockholders of record of September 6, and will be voted until September 30. Arrangements have been made for the underwriting of the 546,085 new shares which will be issued under the plan by the Guaranty Company. Proceeds from the sale of the stock will amount to $10,921,700.

THURSTON VICE-PRESIDENT OF LIGGETT & MYERS

At a meeting of the board of directors of the Liggett & Myers Tobacco Company, held in St. Louis on July 30, E. H. Thurston, former secretary of the company was elected to the office of vice-president to succeed Thomas T. Anderson, who died on July 20.

E. T. Noland was elected secretary, and J. W. Andrews, former comptroller, was elected treasurer to fill the position formerly held by Mr. Anderson.

All three of the newly elected officers have been association with the company for a number of years; Mr. Thurston having been associated with the company since its inception.

ROVIRA COMPANY REORGANIZED

The Benito Rovira Cigar Company has been reorganized and is now doing business under the name of the La Confesion Cigar Company, Inc., manufacturing the "La Confesion" cigar.

J. B. Rovira, former head of Benito Rovira Company, is president of the New Company, whose offices are located at 60 Wall Street, New York City.

Mr. Rovira assures the trade that all the brands formerly manufactured by the Benito Rovira Company will be continued by the new company, and that the same high grade goods will be produced.

V. GUERRA DIAZ PLANT HAS FIRE

The plant of V. Guerra Diaz and Company, Tampa, Fla., manufacturers of high grade cigars, was recently visited by a fire of undetermined origin which caused damage estimated at $15,000.

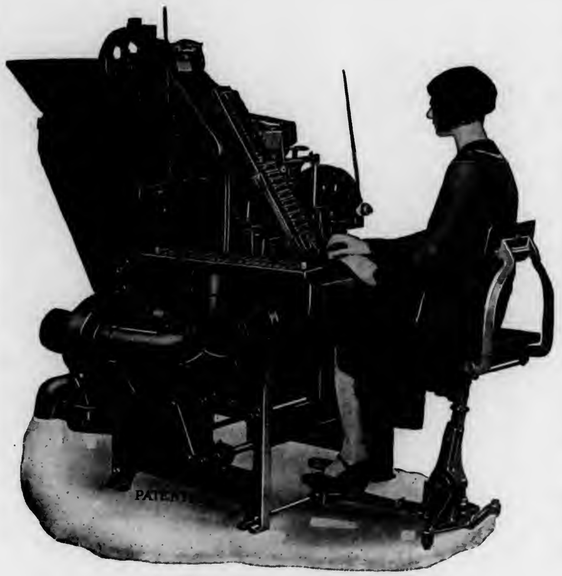
The fire started in the wall between the packing and shipping rooms, and may have been caused by defective wiring. Three fire companies responded to the alarm and confined the blaze to the first floor.

Repairs are being made as rapidly as possible and it is expected operations will be resumed in a very short time.

Smoke and water caused the principal damage.

GRANAT A DIRECTOR OF HYGRADE FOOD COMPANY

Last week it was announced that A. Granat, vice-president and director of the United Cigar Stores Company, had been elected a director of the Hygrade Food Products Corporation.



The
MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information

PHILADELPHIA.

POST CIGAR STORES FOUNDER DEAD

NATHAN M. AFFRIME, secretary and treasurer of the American Radio and Television Stores Corporation, died at his home 411 South Sixty-third Street, on Saturday, August 3d, after an illness of four months.

He was a pioneer in the cigar and radio chain store movement in this city, coming to America in his early youth and entering the cigar store business here in 1916.

Mr. Affrime established the Post Cigar Stores Chain, and followed this with the Post Radio Corporation when radio gained popularity, and last January his stores joined the American Radio and Television Corporation.

Funeral services were held from his late residence on Monday, August 5th, with interment in Montefiore Cemetery.

Mr. Affrime was forty-three years old, and is survived by his widow, Mrs. Diana Affrime; two daughters, Gertrude and Blanche; two sons, Stanley and Marvin, and a brother, Daniel, all of Philadelphia.

The Post Cigar Stores were closed all day on August 5th, as a mark of respect to their founder.

CHRISTIAN TRANSFERRED BY CONGRESS

H. D. Christian, who has been in charge of the Baltimore distributing branch of the Congress Cigar Company for a number of years has been transferred to the Philadelphia jobbing department where he will take the place of Ed Crooks, who has been transferred to the Baltimore branch.

Mr. Christian has been connected with the local jobbing department previously, before the Baltimore branch was established.

The Baltimore branch distributes the "La Palina" in Maryland and Virginia.

AMERICAN TO ERECT NEW FACTORY

Plans are being prepared by Joseph D. Weiss covering a four-story factory building on a lot 170 by 100 feet, to be erected at Sixty-eighth Street and Greenway Avenue, for the American Cigar Company. Estimated cost of the building is $250,000.

BAYUK OFFICIALS ON VACATION

Samuel Bayuk, Joseph Carlisle, and Harvey Hirst, members of the official family of Bayuk Cigars, Inc., are spending a short vacation at Virginia Beach.

PHILADELPHIAN NAMED IN WILL OF THOMAS ANDERSON

THE will of Thomas Talbott Anderson, vice-president, treasurer and director of the Liggett & Myers Tobacco Company, and resident of St. Louis, has been entered for probate in New York, disposing of an estate estimated at more than $500,000. His widow, Mattie Elliott Anderson, now living at Craig House, Beacon, N. Y., and his son, Allan Elliott Anderson of 4241 Folsom Avenue, St. Louis, are the chief beneficiaries.

A trust fund of $250,000 is created for Mrs. Anderson, who will receive the income during her lifetime. After her death the principal reverts to the residuary estate, which is to compose the principal of a life trust fund for the son. In connection with the widow's fund, Mr. Anderson made the following request:

"If it is possible under the circumstances, I request that my trustees, under the trust created in this will, shall commence to make payments on account of the income on the fifteenth day of the third month after my decease." The residuary principal passes to the son's widow and children after his death.

Mrs. Henrietta Anderson Jordan, a sister, of Danville, Va., receives $100,000 unless she predeceased the testator. In that event the money goes to her son, William B. Jordan, Jr. Averett College in Danville received $10,000.

The only other bequest in the testament was $50,000 to a sister-in-law, Mrs. Bessie Watson Anderson, of 500 West Mount Airy Avenue, Philadelphia. If she did not survive Mr. Anderson it passes to her three children.

The Mercantile Trust Company, of St. Louis, and Walter G. Dunnington, of 1070 Park Avenue, are named executors and trustees.

Mr. Anderson died in St. Louis on July 20.

DUYS OPENS NEW PHILADELPHIA OFFICE

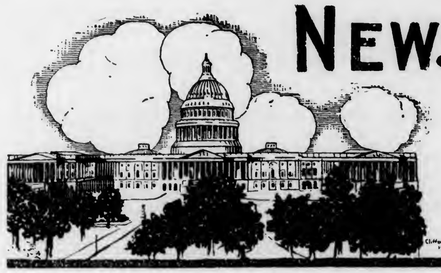
Ralph Levine, who represents H. Duys and Company, of New York City, importers of Java and Sumatra leaf tobacco, has leased an office in the Knickerbocker Building, in the same suite formerly occupied by Vetterlein Brothers, pioneer leaf tobacco dealers here.

The Vetterlein business was liquidated a short time ago.

It's all the same to me—just so I get a

CAMEL

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DEMAND that the Federal Trade Commission either put a stop to the alleged pernicious cigarette advertising campaign now being carried on by prominent cigarette interests, or if it lacks the power to do so, make a public statement of its position, has been made by the National Food Products Protective Committee, representing some 600 national and local trade associations, manufacturers, wholesalers and retailers in the food industries. The commission is asked to make public its findings as to complaints lodged against what they characterize as "the shameless exploitation of women and children by cigarette interests which are attempting to substitute nicotine for the consumption of wholesome foods."

"The current cigarette campaign is a challenge to honest business, to straightforward advertising and to fair competition," it is declared by William F. Heide, chairman of the committee. "It is an example of industrial bolshevism that can not and should not be tolerated by the people of the United States. The campaign so arrogantly sponsored by a single powerful tobacco manufacturer is opposed to the interests of the tobacco trade as a whole, to the interests of honest cigarette manufacturers, to the overwhelming majority of American producers and manufacturers. It involves the great issues of public health, of public morals, of law enforcement."

In urging that the commission take action on the complaints against the campaign which it has had under consideration for a period of over seven months, Chairman Heide asserted that the more vicious claims made through the medium of radio have been driven off the air through numerous protests filed with the Federal Radio Commission and action has been taken by leading newspapers with regard to general resentment created by tainted testimonial advertising which has caused a cessation of the campaign in the newspapers. The infamous appeal to women and children to become cigarette addicts, however, he continued, has been concentrated in the magazines and the billboards.

"The National Food Products Protective Committee is aware of the efforts made hitherto to prevent the placing of cigarettes under definite legal status," Mr. Heide declared, but "a cigarette is neither fish, nor fowl nor a good red herring insofar as existing legislative regulations are concerned. No food manufacturer, whose product is within the regulatory province of the Food and Drug Administration, would dare to make the false and misleading advertising claims now flaunted with impunity by unprincipled cigarette manufacturers. And yet the cigarette, far from being a food product, or even a medicinal agent, properly belongs in the classification with morphine, opium, and other habit-forming substances, according to medical authority."

"Lucky Lindy" Trademark Refused

Refusal of the examiner of trademark interferences to register the words "Lucky Lindy," applied for by Samuel Materezzo, New York, for use as a trademark on cigarettes on the ground that confusion with the mark "Lucky Strike," owned by the American Tobacco Company, would arise in the public mind, has been upheld by William A. Kinnan, first assistant commissioner of patents.

The American Tobacco Company has a specific trademark of which the word "Lucky" is a material, prominent and substantial part and its goods have been very frequently called by this portion of the mark "Lucky Strike," it was stated in the decision, and in view of the fact that Materezzo incorporated in his mark this distinct portion of the American Tobacco Company's mark, it is believed quite probable confusion of goods as well as of origin would result if the registration of "Lucky Lindy Cigarettes" was permitted.

New Tariff Bill Considered September 3

Consideration of the new tariff bill will begin in the Senate September 3 under a program which has just been agreed upon, but publication of the proposed rates will probably be made about August 19, so that the Democrats may have an opportunity of studying them before debate is started.

The committee still has ahead of it consideration of the administrative provisions of the measure, which are expected to require about two weeks for settlement. Included in this part of the bill are proposals for a change in the method of handling the flexible provision, together with amendments made to meet situations which are declared to have arisen since the enactment of the present law.

When the bill is made public it will be found that several hundred changes have been made in the measure which was passed by the House of Representatives May 28, last, not all of which will be in the shape of increased rates. On the contrary, it is indicated, the Finance Committee has "toned down" many of the duties provided by the House, which were alleged to be oppressive and unfair while at the same time the committee has filled in some of the gaps left by the House in its general shuffle of rates and commodities.

Introduction of the bill in the Senate September 3 will mark the beginning of a long and bitter fight by the Democrats, later to be followed by last-minute efforts by Congressmen responsible for the House measure to secure retention of their rates in cases where the Senate has made changes.

(Continued on Page 12)

Cream of the Crop

Lucky Strikes are made from the finest of fine tobaccos—the cream of the crop. Lucky Strikes alone are *toasted* because toasting is a secret process. 20,679* physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore, without fear of contradiction, we can say truthfully:

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company."

*The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED) George Hill
President,
The American Tobacco Company, Incorporated

"It's toasted"

No Throat Irritation—

No Cough.

The Lucky Strike Dance Orchestra will continue every Saturday night in a coast to coast radio hook-up over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice:

"REACH FOR A LUCKY INSTEAD OF A SWEET"

© 1929, The American Tobacco Co., Inc., Mfrs.

Bud Fisher
Noted Cartoonist

A LOT of shrewd merchants never have any trouble keeping their pipe-smoking fans satisfied. They wisely keep a generous supply of Sir Walter on hand. No wonder it's a profitable "best seller" for them.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Kentucky*

UNITED IN $750,000 LEASE

A lease has been entered into by the United Cigar Stores Company and the Whelan Drug Company with Francis and Ann Loughran for the premises 5201-5205 Market Street, and provides for an aggregate payment of $750,000 in rental for the term.

The lessees are given the right to improve the site with a new building at any time during the term of the lease, the building to revert to the owners on the termination of the lease.

The corner property, No. 5201, has been occupied by the United Cigar Stores Company for a number of years.

GENERAL LEASES LIMA FACTORY

The General Cigar Company has obtained a lease on the Gramm-Bernstein plant in Lima, Ohio, and the building will be remodeled and cigar-making machinery installed as soon as possible.

The plant is expected to employ six hundred workers when the alterations are completed and the machinery installed, and the annual payroll will amount to more than $500,000.

ELI WITT COMPANY IN MERGER

The Eli Witt Cigar Company, of Tampa, Fla., one of the largest wholesaling organizations in Florida, has announced the merging of the Davis-Dekle Cigar Company with the Eli Witt Company.

This merger gives the Witt organization the distribution of some of the foremost brands in the country.

MacANDREWS & FORBES NET INCREASES

MacANDREWS & FORBES COMPANY, manufacturers of licorice flavoring extracts, etc., and a subsidiary of the American Tobacco Company, reports for the quarter ended June 30, consolidated net income of $291,844 after charges and Federal taxes, equal after preferred dividends to sixty-eight cents each on the 383,539 no par common shares outstanding. This compares with $289,885 in the preceding quarter or sixty-seven cents a share on the 378,500 common shares then outstanding, and with $304,801 or seventy-two cents a share on the 378,500 common shares outstanding in the corresponding quarter of 1928.

Consolidated net income for the six months ended June 30, was $581,730 or $1.35 a share on the outstanding common shares, as against $573,198 or $1.35 a share on the 378,500 common shares outstanding in the similar period of 1928.

CONSOLIDATED EARNINGS OFF

Report of the Consolidated Cigar Corporation for the quarter ending June 30, 1929, shows consolidated net income of $776,335 after all charges and Federal taxes, equal, after preferred dividends to $2.14 a share on the 250,000 no par common shares outstanding. This compares with $668,924 or $1.72 a share on the common in the preceding quarter, and with $956,550 or $2.60 a share on the common in the corresponding quarter of 1928.

Consolidated net income for the six months ended June 30 was $1,445,259 or $3.86 a share on the common, as against $1,642,503, or $4.64 a share in the similar period of last year.

WAITT & BOND DIVIDEND

Last week the board of directors of Waitt & Bond, Incorporated, of Newark, N. J., which company is now controlled by the Porto Rican-American Tobacco Company, declared a thirty-five cent quarterly dividend on the class "B" stock, placing the issue on a $1.40 annual basis as against a previous basis of $1.20.

"ROCKY FORD" SALES INCREASING

Since the inauguration of an aggressive campaign on "Rocky Ford" five-cent cigars, a product of the P. Lorillard Company, distribution and sales have been showing a gratifying increase in this territory under the able guidance of Frings Brothers, of 3134 Market Street, the local distributors.

TREBOW TO OPEN FACTORY AT STRINESTOWN

The Trebow Cigar Company, which formerly operated a factory here, has rented the John C. Herman factory at Strinestown, Pa., York County, and has started operations.

They expect to give employment to fifty workers.

HENRY VOICE HERE

Henry Voice, of the Consolidated Lithographing Corporation, was a recent visitor here going the rounds of the trade. He is preparing to depart on a vacation trip through New York State and on into Canada.

FIFTY YEARS AGO TODAY

The *Philadelphia Public Ledger* on Monday, under the head "Fifty Years Ago Today," stated that a dealer advertised one hundred cigars for $1.15.

A *cooler* smoke *in a drier* pipe

Don't miss this new experience

Learn what "Wellman's 1870 Method" gives you in extra flavor and smoothness; taste the greater coolness of this slow-burning "Rough Cut"—and see how each pipe-load smokes evenly down to a clean gray ash and a dry bowl.

You'd willingly pay high for Granger—but you don't have to! Thanks to the foil package, it costs but 10 cents.

G.G.W

GRANGER
ROUGH CUT

...in more pipes every day!

© 1929, Liggett & Myers Tobacco Co.

News from Congress

(Continued from page 8)

F. T. C. Trade Practice Rules Not Questioned

Rules promulgated by the Federal Trade Commission in connection with its trade practice conferences during the past ten years have never been challenged as illegal, it is asserted by M. Markham Flannery, director of the trade practice conference division, in discussing charges which have been made from time to time that some of its rules would not stand the test of the courts. If any company or organization which has been a party to a trade practice conference believes that any of the rules are not legal, he pointed out, they have a remedy at law, but so far no case has ever been instituted and any objection to any of the commission's rules has been confined to talk.

In recent months there has been considerable discussion of some of the trade commission's rules, and it has been intimated that the question has been taken to the Department of Justice, but inquiry there developed that no consideration has ever been given to the matter and Mr. Flannery denies that any case has been made the subject of a protest.

Mr. Flannery pointed out that the trade practice conference is purely a voluntary matter, and that the rules adopted are approved by a majority of those in attendance. The conferences have reduced complaints almost to the point of elimination, he said, saved time, money and work for the Government and for business by the elimination of innumerable legal actions, had reduced wasteful and unethical practices, to the benefit of business and the public, and had brought about clarification of many important and difficult business problems.

The trade practice rules, it was stressed, have no bearing upon the anti-trust acts, and there is no reason for any interest in the matter by the Department of Justice. In the past ten years sixty-eight trade practice conferences have been held, practically all of them to the great satisfaction of the industry involved.

Calendar Revision Favored

Revision of the calendar is strongly favored by a large and representative body of American opinion, it is declared in a formal report submitted to Secretary of State Stimson, August 14, by the National Committee on Calendar Simplification, to be used as the basis for any action taken by the United States with respect to a proposed international conference on calendar reform.

The international fixed calendar recommended in the committee's report would have thirteen equal months of twenty-eight days each, the first day of each month coming on Sunday. A new month would be placed between June and July. The 365th day of the year would be an extra holiday, following December 28, and the extra day necessitated every four years by Leap Year would also be a holiday and would follow June 28. All holidays, regardless of where the anniversary dates fell in the week, would be observed on Monday.

It is admitted that there are a number of objections to the proposed calendar, but it is declared that these are fewer than can be charged to the present calendar. Among the objections listed are a superstitious regard for Friday the 13th, which would occur every month, and, by certain religious bodies, the fact that the regular occurrence of Sunday would be interrupted once each year and twice in Leap Years.

Many business houses have already adopted the thirteen-month calendar for their own statistical purposes, investigation showed, since the twenty-eight-day month makes comparisons easier than the present month, with its varying number of working days. The lack of equality in the lengths of the months, the fact that the months do not contain a whole number of weeks and the fact that the days of the week shift each year to different dates, are cited as outstanding defects of the present calendar. The lack of fixity for Easter is also mentioned as a serious defect.

"The inconveniences which the calendar's defects impose," it is declared in the report, "have multiplied with the progress of civilization to its present state, and conspicuously so during the rapid economic expansion of the past 100 years. They are being felt more and more. A defect which has grown to be a cause of very serious inconvenience is the splitting of weeks at the beginning and end of months and years. The lack of comparability between corresponding divisions of the year, particularly as to the months, is one of the most serious inconveniences. It makes inaccurate and deceptive a most important instrument used by all the organized agencies of civilization—commerce, science, education, agriculture, labor—to measure progress and control their activities, i. e., statistical data.

"For the management and control of modern affairs, comparative statistics are of fundamental importance. Evidence of this is the large number of industrial associations, labor, scientific and educational bodies, which maintain bureaus or institutes for the compilation and analysis of statistics pertinent to their activities. The compilation of statistical reports of commerce, labor, agriculture, transportation, education and other branches of national activity is one of the principal functions of the departments of the Government created to assist these activities."

Employment Increased in June

Employment in the various branches of the tobacco industry increased considerably during June, it is indicated by figures just made public by the bureau of labor statistics of the Department of Labor.

Returns to the bureau from 215 cigar and cigarette producing establishments showed 53,306 persons employed during the month, compared with 52,688 in May, an increase of 1.2 per cent., with an aggregate weekly payroll total of $914,441, against $893,920, a gain of 2.3 per cent. Compared with June, 1928, however, employment dropped 1.3 per cent. and weekly payroll totals 0.9 per cent. The per capita earnings of workers in the industry were 1.1 per cent. over May and 0.2 per cent. above June a year ago.

Reports from twenty-six chewing and smoking tobacco and snuff establishments gave 8241 as the number of persons employed during June, against 8091 in May, with an aggregate weekly payroll total of $140,486, against $130,292, an increase of 1.9 per cent. and 7.8 per cent., respectively. As compared with June last year, employment declined 6.2 per cent. and weekly payroll totals 4.1 per cent., per capita earnings of workers in the industry being 5.9 per cent. more than May and 2.6 per cent. over June, 1928.

OLD TARIFF TO REMAIN UNCHANGED

DUE to the postponement of the Sugar Schedule, the Senate Finance Committee advanced the Tobacco Schedule today, with the result that the 40¢ increase passed by the House, has been eliminated and the present duty is to remain unchanged.

We shall, of course, keep the trade advised of any further developments in the matter.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

AMERICAN BUSINESS REACHES HIGHEST LEVEL

American business in 1928 was on the highest level ever attained, continuing the prosperity characteristic of every year since 1921, and reflecting the steadily increasing efficiency of both industry and trade, it is shown by Commerce Yearbook for 1929, just published by the Department of Commerce.

Manufacturing output showed an increase of 5 per cent. over 1927 and, as compared with the depression year 1921, recorded a gain of 66 per cent. Construction activity continued at the level of the preceding years, and agricultural production again showed an increase, despite the decline in the number of workers on farms. The downward trend of employment in manufacturing, which appears to have been checked in 1927, showed no signs of recurring and, it is declared, there is reason to believe that the number of employed during the year averaged about as great as in 1927.

Fundamental changes in our distribution system which are gradually taking place are recognized in the Yearbook, which comments upon the increasing tendency of manufacturers to sell directly to large retail organizations such as chain stores, mail order houses and department stores, and even to consumers. "For this reason," it is pointed out, "there is some downward tendency in the sales by wholesale merchants, contrasting with an increase in production of commodities and in retail trade. The value of sales reported by wholesale dealers in 1928 was about 1 per cent. less than the year before, despite some slight rise in price levels. This is the third successive year in which this index has declined."

Foreign trade of the United States showed an increase of 5.4 per cent. although imports declined 2.2 per cent. from the 1927 level. This export increase, it is stressed, was accomplished despite the fact that there was almost no change in the average prices of the commodities sold abroad. Allowing for the difference in price levels, it is estimated that exports were greater even than during the post-armistice boom, and as compared with 1922 they showed an increase of 34 per cent. in value, although the general level of export prices was about 10 per cent. lower. The drop in imports is attributed to the lower prices of a number of major import commodities, it being pointed out that in terms of quantity they were slightly above the previous record figure of 1927.

LINZ.

JULY RECORD FOR "LUCKIES"

According to an official of the American Tobacco Company, July 1929 sales of "Lucky Strike" cigarettes were the largest of any month in the history of the brand. 1929 sales as a whole are running well ahead of sales for the same period of 1928.

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

5¢

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

THE TOBACCO INDUSTRY OF FRANCE

(Continued from Aug. 1st Issue)

(1) The law of 1865 separated the tobacco monopoly into two parts; all technical questions such as the cultivation and manufacture of tobacco, were entrusted to the Direction des Manufactures de l'Etat; all marketing problems, on the other hand, were handled by the Service des Contributions Indirectes.

(2) By the law of Decemebr 26, 1892, the monopoly which had been established only for a period of five years in 1816, and had been renewed thereafter every five years, was made permanent.

(3) The law of August 7, 1926, among other changes, restored a unified direction to the monopoly; that is, the supervision of manufacture and sales, separated by the law of 1865, was centralized.

The cardinal periods in the monopoly history may be summarized as follows:

1629, first tax levied on tobacco
1674, principle of the monopoly decreed
1730, monopoly definitely established
1791, monopoly abolished,
1798, temporary restrictions and taxes placed on tobacco industry
1811, monopoly restored by Napoleon I
1865, service of manufacture and sales separated
1892, monopoly, which had been renewed every five years since 1816, made permanent
1926, unity of manufacture and sales direction restored; present form of monopoly.

In accordance with the law of August 7, 1926, the income from the tobacco monopoly was removed from the general budget and the exploitation of the monopoly was turned over to the Caisse Autonome de Gestion des Bons de la Defense Nationale, or amortization office for the short term national defense bonds. The profits of the monopoly, which is now officially known as the Service de l'Exploitation Industrielle des Tabacs, are turned over to this office, and constitute one of its most important sources of revenue.

The actual management of the monopoly remains in the hands of a Director General and six inspectors general who meet every day and who constitute the administrative board of the monopoly. The Director General continues to be M. Blondeaux, an eminent authority on the tobacco industry, and practically all the old staff of the monopoly was retained after the reorganization of August 7, 1926. The personnel of the monopoly are still appointed, promoted and paid by the ministry of finance, which is reimbursed by the amortization office.

For purposes of administration, the monopoly is divided into three divisions, each under an inspector general. One division handles problems of cultivation and purchases of leaf tobacco, imports, and warehouses; another takes care of manufacturing questions, and the third of sales.

Tobacco Cultivation

No one in France is allowed to cultivate tobacco, or a substitute plant, or to import or manufacture tobacco, without official authorization. Permission is granted to cultivate tobacco only in certain departments where the soil is specially suited to the growth of the plant, mainly in southwestern France, and to a smaller extent in the northwest and in the east. Each year a separate request for permission to raise tobacco must be filed by tobacco growers with the prefect of their department, who in his reply will specify the area authorized, the number of plants per acre, and, later, the date for delivery of the tobacco to the warehouses. The monopoly is bound by law to purchase the entire domestic production, but in each department where tobacco cultivation is permitted, the area authorized for planting is so fixed that the total domestic production will not exceed four-fifths of the quantity required by the factories. As a matter of fact this maximum ratio of domestic production, imposed because of the necessity of purchasing foreign tobacco for blending purposes, has not been attained for many years.

The monopoly maintains a service of field inspectors, assistant inspectors, and verifiers, to supervise the actual cultivation of the tobacco. The growers are grouped into sections of about 150 individuals, each section in charge of a verifier. A group of five to ten sections is supervised by an inspector, aided by one or more assistant inspectors.

Tobacco seeds are delivered free of charge to the growers by the monopoly, which secures its supply by purchasing from certain growers some of their best plants. Sowing ordinarily takes place at the end of March, and between the middle of May and the end of June the plants are transplanted at the authorized number per acre. In July the inspectors verify the number of plants per acre, and if the actual number exceeds the authorized number by more than one-fifth, the grower is heavily fined. If the actual number is more than one-fourth less than the authorized number and the discrepancy is caused by no special climatic conditions, the permit to cultivate tobacco may not be renewed the following year.

Before the fifteenth of August the lower leaves are pulled from the stalks, and an inventory of the remaining leaves is taken by an inspector. All remaining leaves, with the exception of a certain allowance which might be expected to be lost in harvest and transit, must be delivered to the warehouse when the crop is harvested about the beginning of September.

(To be continued)

CIGARETTE MACHINE INVENTOR DIES

BERNARD BARON, inventor of the cigarette machine, died at his home in Hove, Essex, England, on August 1st of heart disease, at the age of seventy-eight years.

Mr. Baron, as a poor boy, emigrated from Russia to the United States, getting a job in a tobacco factory. Unable to afford lodgings, he slept in a tobacco shed.

Hitting upon a scheme, he bought all the cigarette papers he could afford and borrowed some tobacco from his employer. He made 500 cigarettes, selling them among university students. His business prospered and to meet the demand he invented a machine for making cigarettes. His failure to find an American backer brought him to England where he eventually sold the invention for £160,000 ($776,000). Later he bought the small British business of Carreras, Limited, and made it one of the most successful tobacco concerns in this country.

Despite his wealth, Mr. Baron always lived very simply, and only in recent years did he acquire an automobile. Since the war he continually has given away money, his benefactions being estimated at more than £2,000,000 ($9,700,000). He allocated £500,000 ($2,425,000) to form a trust fund for the benefit of hospitals and institutions for cripples.

WEISS RESIGNS FROM AMERICAN CIGAR COMPANY

ANNOUNCEMENT has been made by the American Cigar Company of the resignation of Nathan Weiss, J. L. Hardin, and O. C. Schneider from the executive staff of the company.

Mr. Weiss has been senior vice-president and head of the manufacturing department for a number of years; J. L. Hardin has been auditor, vice-president and a director, and O. C. Schneider has been a director and sales manager for their Florida manufactured brands, including "Antonio and Cleopatra."

Edward Harvey was elected a director and auditor of the company to succeed Mr. Hardin, and has held a prominent position in the credit department for five years.

J. P. Connell was made a director to succeed Mr. Schneider, and has held a prominent position in the manufacturing department for a number of years, and was also in charge of the American Tobacco Company's Richmond, Va., branch factory at one time.

It is understood that the American Cigar Company plans to divide the United States into six zones, and that a zone manager will be placed in charge to cooperate with the various jobbers in his zone and endeavor to obtain their co-operation to co-ordinate their efforts with the advertising campaigns of the company on all the American Cigar Company brands.

DUTCHMEN SMOKE COLD PIPES

Since the middle of the seventeenth century Holland has always been known as the land of wide trousered "burghers" and fishermen, addicted to the pleasant and harmless vice of "sucking" tobacco through white, fragile, long-stemmed clay pipes. Although the hustle and bustle of modern life has necessarily restricted the use of the well-known Gouda pipes to men of leisurely habits, says The Netherlands News Bureau, the consumption of the weed in more modern forms, has increased steadily. In the course of the year 1928 more than $65,000,000 went up into smoke, and that in a country of about 8,000,000 inhabitants.

Especially the cigarette has become increasingly popular, though, according to value, the cigar still holds by far the first place. There is probably no other country in the world where such good and relatively cheap cigars are manufactured. During the last six years the annual consumption of cigarettes increased by 32 per cent. and that of cigars by 11.5 per cent. The consumption of pipe tobacco declined slightly.

CAR UPSETS IN TOBACCO FIELD

Five Philadelphians were injured last week when their automobile skidded off the road and overturned in a tobacco field in New Holland Borough, Lancaster County, Pa.

One of the occupants was taken to the Lancaster General Hospital with a broken shoulder and a crushed leg, but the other four only suffered cuts and bruises and were able to return to their homes.

EL TRELLES FACTORY BUSY

The El Trelles Cigar Factory in New Orleans reports a steady and increasing demand for their products, and that the factory is kept running at capacity production in order to keep up with orders.

Mac Trelles is visiting in Spain and is expected back at the factory in September.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

SPECIALS

BECAUSE La Palina sells over a million cigars a day—economies have been effected which allow the "Special"—a genuine 2 for 25¢ cigar—to be priced at 10¢.

Smokers who appreciate unusual cigar quality—and merchants who are looking for unusual cigar profits will welcome this outstanding value.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

Now 10¢

LA PALINA

THE PHILIPPINE TOBACCO CROP OF 1929

AN EARLY estimate of the Philippine tobacco crop of 1929 was placed at 90,000,000 pounds, against the 1928 production of 101,668,915 pounds, and 110,707,424 pound crop of 1927.

Clarence P. Harper, office of the American Trade Commissioner, Manila, reviews the present situation in a report to the Tobacco Section, Department of Commerce. The report of Mr. Harper is given in full.

The Harvest in Principal Sections

The tobacco harvest in the principal growing areas of the Islands has practically been completed, but no accurate figures are available at this date showing the amount of production. It is estimated by the trade, however, that about 13,156,000 pounds were gathered in Cagayan, 26,312,000 in Isabela, approximately 9,108,000 in La Union and 17,204,000 in Pangasinan.

The Isabela crop is now in the curing sheds and from all appearances will turn out to be better in quality than the crop in 1928. The production this year, however, is expected to be smaller chiefly on account of the unfavorable weather conditions during the growing season.

Most of the tobacco crop produced in La Union and Pangasinan goes to Japan and Spain, these countries taking approximately 1,500,000 pounds and 10,000,000 pounds, respectively. Reports from some of the principal tobacco exporters in Manila indicate that the Spanish and Japanese markets furnish the greatest outlet for these tobaccos. The tobacco grown in the Cagayan Province is used largely by the cigar and cigarette industries in Manila, although large quantities of this growth are of inferior quality and not suitable for cigar manufacturing. As a result, there is a considerable waste in the selection and use of proper grades.

Old Stocks Moving

Tobacco buying is going on at present in the Cagayan and Isabela Districts, and reports from there indicate that prices are higher than those at which the same tobacco of last year's stock in Manila warehouses may be obtained. One large concern, instead of buying this year's production, has contracted quantities of last year's stocks at lower prices. It is these large stocks in Manila and the poor prices of last year that have caused the production in the Cagayan District to be reduced.

Difficulties Encountered

One of the principal difficulties with which the tobacco industry in the Philippines has to contend, according to the opinion of those interested, is that of having no stable demand in any part of the world for its tobacco. Cigar and cigarette manufacturers, as well as tobacco exporters, claim to realize this unstable demand and there is a feeling of uncertainty always present in the business. The Tobacco Monopoly of Spain (Compania Arrendataria de Tobacos) has no doubt been of inestimable value to the Philippine tobacco industry, but there is no certain feeling on the part of the trade that the Spanish market will continue indefinitely.

The United States Market

The market for Philippine leaf tobacco is small, and likewise uncertain, in the United States. It is reported to be a source of disappointment to cigar manufacturers in Manila that their high-priced products are not more readily sold in the United States, only the cheap grades, mostly those retailing at three for ten cents or five for fifteen cents, being in demand. Nevertheless, more than 50 per cent. of the cigars imported into the United States come from the Philippine Islands, the trade in 1928 amounting to $4,190,000, compared with a total importation of $7,540,000. Philippine cigars enter free of duty.

CHANGING TREND IN TOBACCO CONSUMPTION

ACCORDING to Dorrance, Sullivan & Company, Incorporated, advertising agents, New York, in 1914 there were 16,855,626,000 cigarettes produced in this country. Since that year, the industry has seen a remarkable expansion take place, for last year the total production amounted to 105,915,965,000. In 1920, production totaled 47,430,105,000 and in 1927 it amounted to 97,176,607,000. This branch of the tobacco industry however has been the only one that has grown to any extent in several years. Cigars have been declining almost steadily. In 1914, there were 7,174,191,000 cigars manufactured, whereas in 1928, the figure was 6,453,667,000. 1920 showed an increase over 1914 with a figure of 8,096,928,000, while in 1927 the figure was 6,571,372,000.

Manufactured tobacco showed a steady decline from 410,340,000 pounds in 1914, to 378,281,000 pounds in 1920, to 353,919,000 pounds in 1927, to 343,458,000 pounds in 1928. Production of snuff increased, but at nothing like the rate shown for cigarettes. In 1914, production of this article amounted to 30,595,000 pounds. In 1920, this had increased to 34,348,000 pounds and in 1928, the figure was 40,655,000 pounds.

UNION LABOR TO HAVE OWN BRAND

The All-American Tobacco Products Company, has been chartered in New York with a capitalization of 200 shares of common stock, for the purpose of promoting a brand of cigarettes through union labor channels.

The new brand is to retail at fifteen cents, and will be manufactured for the All-American Tobacco Products Company, by an outside concern.

SCHWARTZMAN JOINS CONGRESS BRANCH

Benjamin Schwartzman, formerly connected with the G. H. P. Cigar Company in charge of their Newark office, has severed his connection with that firm and joined the office force of the Congress Cigar Company in their New York branch office as credit man and assistant to Maurice Weinstein, manager of the branch offices.

AMERICAN SNUFF ISSUES NEW STOCK

Permission has been granted the American Snuff Company by the New York Stock Exchange for the listing of 440,000 shares of new common stock at $25 par value. The new stock to be admitted on notice of their issuance in exchange for their old shares of common stock of $100 par value.

PHILIP MORRIS REDUCES STOCK ISSUE

Philip Morris Consolidated, Incorporated, has been granted authority by the State of Virginia reducing its class A stock from $6,687,500 to $5,450,000 and retiring and cancelling 49,500 shares. William W. Crump, of Richmond, Va., is attorney for the company.

"Doc" Rosebro, well-known salesman, was in town recently making the rounds of the trade renewing old acquaintances and incidentally gathering in the orders.

GEORGIA MARKETS AVERAGE $18.67

THE Georgia State Department of Agriculture announced on Monday that sales of bright leaf tobacco on the twenty-two markets in south Georgia during last week totaled 25,776,283 pounds at an average price of $18.67 per hundred pounds.

The sales for the third week brought the season's total to 70,622,954 pounds for an average price of $20 per hundred compared with the first three weeks of 1928 during which 51,363,508 pounds were sold at an average price of $14.02.

The total money received by growers to date this year established a new record for the Georgia crop of $14,125,654.27, exceeding by nearly $3,000,000 the mark established in 1927.

Warehousemen estimate the major portion of the crop has been marketed. Government estimates announced Saturday placed Georgia's tobacco crop at slightly in excess of 79,000,000 pounds.

THE PORTO RICAN TOBACCO CROP

Very little tobacco of the 1929 Porto Rico crop remains to be sold, according to Assistant Trade Commissioner Rolland Welch, who advises the Tobacco Section of the Department of Commerce under date of July 25, 1929. The report of Mr. Welch follows:

The recent sales of the Cayey and Comerio pools by the Tobacco Growers Association marked the disposal of nearly all of the 1929 crop of Porto Rican tobacco.

The Cayey pool, with a total of 1,950,000 pounds, was sold at 31 cents per pound, while the Comerio pool of 600,000 pounds brought 30 cents.

The Tobacco Growers Association now has left only two holdings, 270,000 pounds at Caguas and 160,000 pounds at Manati.

Most independent growers, not members of the association, previously disposed of their tobacco.

SKY SMOKER NOW A MENACE

The United States Forest Service at Washington has now classed as a "Fire Menace" the airplane smoker, as well as the auto smoker.

Tests from a forest patrol plane over the Spokane Airport "demonstrated convincingly" that a large percentage of "smokes" dropped from altitudes up to at least 1000 feet are still burning after they reach the ground.

Lighted cigars and cigarettes were dropped from 500 to 1000 feet altitudes. Four of six cigarettes and all five cigars recovered were still burning when they were picked up.

CAMCO MAKES STOCK OFFER

F. J. Lisman, president of Consolidated Automatic Merchandising Corporation, has announced that the Board of Directors has authorized an offer to holders of its preferred stock to exchange their stock for voting trust certificates for the common stock of the Company on a basis of seven and one-half shares of common stock for each share of preferred stock.

The privilege of exchange may be exercised at any time up to and including December 31, 1929.

LORILLARD PLANT DAMAGED BY FIRE

The branch factory of the P. Lorillard Company, maintained at Middletown, Ohio, was visited by a slight fire last week and a quantity of tobacco was destroyed and a portion of the building damaged.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BATUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

SMOKE PORCELAIN CIGARETTES

PASSENGERS on the Graf Zeppelin on its recent trip from Germany to Lakehurst who were devotees to Lady Nicotine had to satisfy their desire for a smoke by drawing on a porcelain cigarette.

On account of the inflammable gas used in the Zeppelin smoking was taboo, but the passengers went through all the motions of lighting their imitation cigarettes and puffing serenely throughout the voyage. However it is doubtful if the cigarettes were the kind that "satisfy," and there were doubtless many sighs of relief when they stepped on terra firma and were able to enjoy the real thing.

NEXT WEEK'S "OLD GOLD" HOUR

An hour of very tuneful dance music is forecast by the "Old Gold"-Paul Whiteman program as announced for Tuesday, August 20th from 9 to 10 P. M., eastern daylight time, over the Columbia Broadcasting System.

A recent group of waltzes, "Vagabond Lover" which has been exceedingly popular in the Whiteman rendering, a whole group of "Sally" tunes and a group of old and tender favorites are among the offerings. There will be vocal interpolations by Bing Crosby, baritone, and the Cheer Leaders Quartet, and Harry Vonzell will again be the guest announcer.

GENERAL DISCONTINUES HAND DEPARTMENT

Following a strike of 300 workers in the New Brunswick factory of the General Cigar Company, the company has discontinued its hand-working department entirely and substituted cigar-making machines.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SPIRIT OF PITTSBURGH:—45,494. For cigars, cigarettes and tobacco. May 27, 1929. Faber, Coe & Gregg, Inc., New York, N. Y.

CLEVELAND TERMINAL:—45,495. For cigars, cigarettes and tobacco. May 28, 1929. Faber, Coe & Gregg, Inc., New York, N. Y.

FLORIDA STATE EXCHANGE:—45,528. For cigars and cheroots. July 23, 1929. J. H. Hebbeln, Lake City, Fla.

VOICE OF THE AIR:—45,529. For cigars, cigarettes and tobacco. July 24, 1929. W. F. Monroe Cigar Co., Chicago, Ill.

JACKSON ARMS:—45,530. For cigars. July 24, 1929. J. Gerstenhaber, Jackson Heights, N. Y.

KENMORE:—45,532. For pipes and smokers' articles only. July 26, 1929. O. D. Pipe Factory of America, Fall River, Mass.

BONSECOURS:—45,533. For smoking tobacco and cigars. July 26 1929. Canadian Tobacco Co., Fall River, Mass.

PULLMAN:—45,534. For cigars. July 16, 1929. D. & S. Cigar Co., Boston, Mass. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer on June 11, 1929, from Joseph Geysan, Boston, Mass., who claims to have been manufacturing this brand for the past 30 years.)

DOVER HALL:—45,546. For cigars. August 6, 1929. M. Block, Brooklyn, N. Y.

FLYING HABIT:—45,547. For all tobacco products. August 6, 1929. George Schlegel, Inc., New York, N. Y.

DRINKLESS KAYWOODIE ARISTOCRAT:—45,548. For pipes. August 6, 1929. Kaufmann Bros. & Bondy, Inc., New York, N. Y.

TARELTON ARMS:—45,560. For all tobacco products. August 7, 1929. George Schlegel, Inc., New York, N. Y.

SUNROC:—45,561. For all tobacco products. August 7, 1929. George Schlegel, Inc., New York, N. Y.

DOVER CASTLE:—45,562. For cigars. August 6, 1929. M. Block, Brooklyn, N. Y.

DOVER ARMS:—45,563. For cigars. August 6, 1929. M. Block, Brooklyn, N. Y.

TRANSFERS

RENOWN:—(U. S. Tobacco Journal). For cigars. Registered July 23, 1883, by Steinecke & Kerr, New York, N. Y. Transferred by R. Steinecke, New York, N. Y., successors to the registrants, to Yocum Bros., Reading, Pa., July 10, 1929.

LOS MAESTROS:—4419 (U. S. Tobacco Journal). For cigars. Registered September 4, 1885, by Schmidt & Co., New York, N. Y. Transferred by the Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants, to D. Emil Klein Co., Inc., New York, N. Y., May 21, 1929.

MAESTRO:—12,561 (U. S. Patent Office). For cigars. Registered December 19, 1905, by Schmidt & Co., New York, N. Y. Transferred by the Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants, to D. Emil Klein Co., Inc., New York, N. Y., May 20, 1929.

MARK HOPKINS:—28,758 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered April 25, 1904, by Schmidt & Co., New York, N. Y. Transferred to Wm. Tegge & Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

BEN ABDUR:—27,503 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered April 22, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

BEN-HER:—11,922 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

HER BEN:—11,923 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

HUR BEN:—11,924 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

CENTAUR:—11,925 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

CENTAURUS:—11,926 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

HUS'LING:—11,927 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

HUSTLING:—11,928 (U. S. Tobacco Journal). For cigars. Registered February 13, 1890, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by the Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

WISE MEN SMOKE BEN-HUR 5 CENT CIGARS:—30,428 (Trade-Mark Record). For cigars. Registered October 5, 1904, by Gustav A. Moebs & Co., Inc., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

SWAN:—23,101 (U. S. Tobacco Journal). For cigars, cigarettes and all forms of tobacco. Registered September 17, 1900, by Kerbs, Wertheim & Schiffer, New York, N. Y. Transferred to American Litho. Co., New York, N. Y., and re-transferred to J. T. Swann & Co., Tampa, Fla., April 23, 1920.

GREAT MASTER:—22,214 (Trade-Mark Record). For cigars. Registered January 30, 1900, by O. L. Schwencke Litho. Co., New York, N. Y. Transferred by The Moehle Litho. Co., Inc., Brooklyn, N. Y., successors to the original registrant, to Earl H. Tennyson, Chicago, Ill., April 19, 1920.

HARVEST OF CROP DRAWS TO CLOSE IN PORTO RICO

Almost all of the 1928-29 tobacco crop in Porto Rco has been gathered and is in drying sheds, according to a report received in the Tobacco Section of the Department of Commerce from Rolland Welch, office of the Trade Commissioner in San Juan. There are scattered amounts of a second crop yet to be harvested.

The total 1928-29 crops is believed to be between 22,500,000 and 25,000,000 pounds including both first and second crop tobaccos of good and poor qualities.

The crop in general is reported to be of good quality but prices are low and no sales of any material size have as yet been recorded. Three buyers from New York arrived early in May to look over available stock. Some small sales have been made by growers to local dealers and strippers. Prices in these transactions are said to have been considerably lower than was expected.

The hurricane of last September 13 damaged tobacco plantations and ruined seed beds, thereby materially reducing the size of the crop. One of the largest yields in history had been anticipated, whereas the present estimate is less than in 1928.

Better prices had been expected because of the smaller crop, but growers now complain that opening bids are lower than last year. The large sales, however, are usually not made until after June.

O. C. Schneider, who recently resigned from the American Cigar Company, was a recent visitor at Yahn & McDonnell headquarters, where he paid a social call on Paul Brogan, president of Y. & M. Mr. Schneider is now sojourning at his summer home in Atlantic City.

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VOLUME 49 No. 17

THE TOBACCO WORLD

The 1929 Porto Rican Crop Is A Quality Crop---But Short!

Unusually fine tobacco growing weather and the greater care made possible by the smallness of the crop, together with supervision by the Departments of Agriculture of both Porto Rico and the United States, have all combined to produce an exceptionally fine quality leaf. Coming in duty free it offers an unusual opportunity to manufacturers in the States to produce a quality cigar at a moderate price.

Stalking Porto Rican Tobacco

The Crop Is Ten Million Pounds Short!

According to latest surveys, the crop this year has dropped from a normal production of thirty million pounds to approximately twenty million pounds! With such a tremendous shortage it is imperative that you cover your needs without delay. Get your orders in at once. Come to the Island yourself for personal selection if possible.

Inspection Of The Crop Is Invited

For the convenience of new buyers, a complete list of growers, packers and dealers will be promptly furnished upon request

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

You may have heard of other fiends,
but never of a "cigar-fiend".
Cigars do not "get" you.

After all
nothing satisfies like
a good cigar

The most widely advertised brands of cigars come in wooden boxes

It is always wisest to follow a leader. Mavericks rarely are popular. There are sound sales reasons why more cigars come packed in wooden boxes than in any other type of container. And most of these reasons are as appealing to the smoker as to the dealer.

The flavor of the cigars is improved; selection is more intelligent, because color, shape, size and workmanship can be seen at a glance; the appearance is more inviting; and, of interest to the retailer, more cigars can be displayed in a limited space.

The best cigars
are packed in
WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 17

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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J. B. DYER, REYNOLDS DIRECTOR, DEAD

JAMES BALLARD DYER, Sr., fifty-nine, a director of the R. J. Reynolds Tobacco Company and superintendent of the leaf department, died here yesterday at his home and was buried this afternoon.

Mr. Dyer had been in the employ of the company thirty-five years. He was born near Martinsville, Va., October 5, 1869, the son of late James H. and Lucy Holt Dyer, and came to this city at the age of twenty-four.

If it can be reasonably claimed that "a man was born in a tobacco business" this can be said of Mr. Dyer.

He was born on a farm in the tobacco district of Virginia and prior to leaving home was employed in the cultivation of the tobacco plant. This early experience gave him intimate knowledge of tobacco from the seed to the curing of the raw leaf.

While still a boy young Dyer went to work stemming tobacco in a factory. Next he moved up into the picking room where all the tobacco is assorted and graded. Later he was promoted to foremanship of the Filler Department where the leaf is expertly classified as to its color and general character.

After demonstrating his ability as a trustworthy judge of tobacco qualities for some years with the R. J. Reynolds Tobacco Company, his devotion to his duties and recognition of his fine ability secured for him the position of Superintendent of Leaf Department. Some years later he was further rewarded by being elected a director of the company.

Mr. Dyer knew tobacco from end to end and through the middle, inside and outside. Through years of study and close application he gained practical knowledge that made it easy for him to judge the qualifications of leaf tobacco at a casual glance. He worked hundreds of people in his various departments, yet so well did he manage that everything was run with machine-like smoothness and precision. Quiet and democratic in his manner, Mr. Dyer was a gentleman of most pleasing personality. He had a happy faculty for making men under him enjoy their work and, therefore, rendered a full measure of valuable service to his company. He was one of the most popular men around the Reynolds plant and numbered his friends by the thousands.

Mr. Dyer had been slightly ill for two weeks and at no time was his condition considered serious. He recently returned from Battle Creek, Mich., where he went in the interest of his health.

Besides his association with the tobacco company, Mr. Dyer had other business interests and was a member of the board of deacons and of the Session of the First Presbyterian Church.

The honorary pallbearers included members of the board of directors of the R. J. Reynolds Tobacco Com-

(Continued on Page 4)

MORROW GROUP GAINS CONTROL OF UNITED

CONTROL of the Tobacco Products Corporation and the United Cigar Stores Company of America, was shifted on Monday, August 19th, from the hands of George J. Whelan and his associates, for many years dominant in the companies, to a group headed by George K. Morrow and associated in the management of the Gold Dust Corporation, the American Waterworks and Electric Corporation, the National Dairy Products Corporation, the Guaranty Trust Company, the Cuba Cane Sugar Corporation, the Corn Products Refining Company, and the Commercial Solvents Corporation.

As to plans of the new interests for the company, nothing was disclosed, but such a line-up of financial interests, headed by George K. Morrow, chairman of the Gold Dust Corporation, was taken in Wall Street to indicate an important change in the policies of the two companies, and probably a step in carrying out the original project announced in June to unite these companies in the new United Stores Corporation.

The transaction, involving companies whose assets exceed $200,000,000, takes in an enormous chain of cigar, drug, candy and novelty stores, extending from coast to coast. Important interests are also owned by United Cigars in other enterprises, including the Bastion Blessing Company, makers of soda fountains and carbonating machinery; Philip Morris & Company, cigarette manufacturers; Otto Eisenlohr Brothers, cigarmakers; Beech Nut Packing Company, American Safety Razor Company, Gillette Safety Razor Company, Life Savers, Incorporated, La Lasine International and the United States Tobacco Company. The company also has been reported interested in the Consolidated Merchandising Corporation, automatic merchandising machine vendors.

The change in the management apparently is the direct result of the present depression in the tobacco business caused by the unabated price war in the cigarette field. The change was deemed necessary in the interests of stockholders, it was stated, and resulted in a complete change in the board of directors of both companies at meetings held.

United Cigars is understood to own also a substantial interest in the D. A. Schulte chain, which is the second largest in the country. At the end of 1928 the wholly-owned subsidiaries of United Cigars totaled twenty-eight, the majority being realty holding units including the Cigar Stores Realty Holdings and the United Stores Realty Corporation. Charles F. Noyes Company, Incorporated, is also controlled. This company manages all real estate owned by United Cigar Stores in Greater New York.

Last year United Cigars obtained control of Neve Drug Stores, Incorporated, and in 1926 the Pennsylvania Drug chain was acquired. Tobacco Products and

(Continued on Page 16)

"OLD GOLD" ORCHESTRA RETURNS TO WABC

PAUL WHITEMAN and his "Old Gold" Orchestra soon will be broadcasting in the East again. Their pioneering as weekly feature broadcasters on the West Coast ended with the program of August 27 and the entire orchestra will entrain for New York in time to resume broadcasting on Tuesday, September 3, from Station WABC of the Columbia Broadcasting System. As usual they will be heard from 9 to 10 o'clock Eastern Daylight time over the entire network of the Columbia system.

Whiteman's decision to return to New York was reached when his proposed picture "The King of Jazz" met with weeks of delay and final postponement because of lack of a suitable scenario. Whiteman has been broadcasting week by week from Universal City ever since he and his "Old Gold" Orchestra made radio history by their journey westward on the "Old Gold" Paul Whiteman special train which left New York on May 24 and made a de luxe trip to the coast, stopping in the big cities along the way to give public concerts as the guest orchestra of the local radio stations in the Columbia system.

The performances of the "Old Gold" Orchestra from Station KMTR in Hollywood have been the first weekly series of broadcasts ever sent over a nationwide network from the Pacific side of the country. Each concert has been broadcast direct to New York over leased wires and then re-broadcast from the key station, WABC to the entire nation. This method of transmission has been eminently successful but nevertheless it is believed that the "Old Gold" Hour will be even more brilliant when it is once more broadcast direct from the key station.

WOMEN TO SMOKE IN RAILROAD DINERS

Appeals from women seeking permission to smoke in dining cars has caused the Lackawanna Railroad to issue an order to permit the fair six to smoke when they please without applying to the car stewards for permission. An order allowing men to smoke was posted some time ago.

Officials of the company have stated that originally they had prohibited smoking in the diners out of deference to the women, but later, at the request of men, allowed them to smoke.

Women were allowed to smoke at the option of the steward. Recently the women demanded an equal privilege with the men and the new order was issued.

The Central Railroad of New Jersey makes provision for women smokers on its Blue Comet trains by providing a women's lounge. It also allows women in the club cars and smokers if they desire to go there.

The same is true on Pennsylvania Railroad trains. The Baltimore & Ohio has permitted smoking in diners for some time.

SAFETY CIGARETTE EVOLVED

A self-extinguishing cigarette and a fireproof match now are on the horizon of science.

At the request of Representative Edith Nourse Rogers, of Massachusetts, Bureau of Standards scientists, in a six months' test, have evolved a "safety cigarette." Its fire-protection factor lies in an inch-long cork tip, lined with waterglass-air-excluding sodium silicate. The fireproof match is coated with waterglass within a half inch of its head.

The treated cigarette was found to reduce the fire hazard 90 per cent.

F. T. C. ASKED TO STATE ITS POSITION

SIX hundred trade associations and manufacturers of the food industry have called on the Federal Trade Commission in an open letter either to stop existing cigarette advertising campaigns or, "if it lacks power to do so to make a public statement of its position."

The food trade charges "shameless exploitation of women and children by cigarette interests which are attempting to substitute nicotine for the consumption of wholesome foods."

The letter is signed by William F. Heide, chairman of the National Food Products Protective Committee. The "vicious" cigarette campaign has been driven off the radio, and out of the newspapers, he charged, but it has been concentrated in the magazines and billboards. He calls on the Trade Commission to make public its findings on complaints lodged against the cigarette campaign. The commission has had these complaints under consideration for seven months, he states. The complaints charge the cigarette industry with:

"1. Urging the cigarette habit upon adolescent boys and girls, by the use of tainted testimonials secured from professional athletes, movie stars, venal celebrities and others;

"2. Influencing millions of young women toward cigarette addiction, by the infamous advice to use a narcotic product 'in order to maintain a slender figure.'

"3. Directly misrepresenting established health and medical facts so that the cigarette might be substituted for the consumption of wholesome food products.

"4. Publishing partial figures and only partial replies to a questionnaire, in order to establish the false impression that the medical profession excepted a widely publicized brand from the harmful effects which generally follow excessive smoking.

"5. Seeming to destroy public confidence in various specific food products in order to increase the sale of cigarettes to men, women and adolescents in the United States."

CONNECTICUT HAIL DAMAGE $2,307,000

According to a survey made by the Connecticut State Department of Agriculture, made public last week, the Connecticut Valley tobacco crop damage in the hail storm of August 1st was $2,307,000.

Exactly 705 tobacco farms, with a total of 10,000 acres, suffered this loss. Broadleaf growers alone lost $1,686,415.

J. B. DYER DEAD

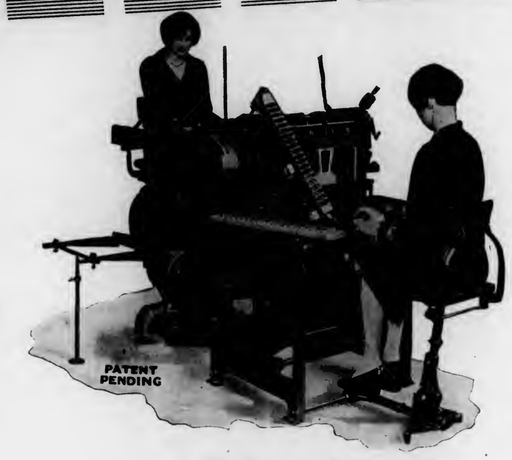
(Continued from Page 3

pany and members of the board of deacons and Session of the church. The company directors were W. N. Reynolds, Bowman Gray, James A. Gray, T. H. Kirk, S. Clay Williams, M. E. Motsinger, R. E. Lasater, C. W. Harris, J. W. Glenn, R. C. Haberkern and L. F. Owen.

The survivors are Mrs. Dyer; two sons, J. B., Jr., and Joseph; two daughters, Diana and Elizabeth Dyer; two sisters and four brothers.

Robert D. Shore, treasurer of the R. J. Reynolds Tobacco Company, has been elected a director of the company to succeed Mr. Dyer.

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work



The Improved Long-Filler Bunch Machine

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¾ H.P. Motor is $2000

Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

September 1929

PHILADELPHIA.

BERNARD LIEBERMAN PASSES

BERNARD LIEBERMAN, for many years head of the Lieberman Manufacturing Company, manufacturers of the Lieberman Suction Table, Lieberman Bunch Machine, and other cigarmaking machinery, passed away at his home 501 Abbottsford Road, on Tuesday, August 13th.

Mr. Lieberman was born in Russia and came to this country in 1887, and soon engaged in the manufacture of cigarmaking machinery with his brother Isador. Mr. Lieberman's brother passed away about 1900 and he then established his business at Third and New Streets. In 1922 his business had grown to such proportions that he moved to Twentieth and Allegheny and took his two sons, Herman and Leon into the business.

About 1925 Mr. Lieberman suffered partial paralysis and the business was carried on by his two sons until May of this year when Mr. Lieberman sold his interests and his son Leon took over the cigar manufacturers' equipment department and established himself at 4908 North Sixth Street.

Funeral services were held on August 15th. He was fifty-seven years old.

TINT CATERS TO THE LADIES

Harry A. Tint, who conducts the high-class cigar and tobacco stand in the Burlington Arcade, is showing a fine line of dainty cigarettes made expressly for the ladies by Batt Brothers, of New York City. The cigarettes are two and one-quarter inches long and very thin, and are packed in boite nature boxes of ten cigarettes to the box.

ABE CARO A VISITOR

Abe Caro, of the A. Santaella & Company factory, has been spending some time in Philadelphia working with the forces of Yahn & McDonnell Cigars, North Seventh Street distributors of the popular "Optimo" brand in this territory. The "Optimo" cigar has been gaining steadily in sales here for many months.

ADOLF LOEB TO RETURN

Adolf Loeb, president of the leaf tobacco firm of K. Straus & Company, of North Third Street, expects to return to his desk early in September after spending the summer in Europe.

BOWLING LEAGUE ELECTS OFFICERS

THE Cigar Manufacturers' Bowling League held a meeting in the offices of Bayuk Cigars, Incorporated, Ninth Street and Columbia Avenue, on August 16th and plans were discussed for the 1929-1930 season.

The following officers were elected for the ensuing year: E. M. Hurst, of Bayuk Cigars, was elected president, to succeed the former president T. H. Foley, of the G. H. P. Cigar Company, resigned. Lou Pollack, of the G. H. P. Cigar Company, was elected vice-president; and Gus Bacon was elected treasurer.

H. Dimmig was elected secretary to succeed E. Liggett, of Bayuk Cigars, who resigned.

The first game of the season is scheduled for September 19th. There are eight teams in the league.

HERB JACOBS JOINS ZIFFERBLATT

Herbert Jacobs, who has been associated with the credit department of the Congress Cigar Company, has severed his connection with that firm and joined the forces of G. Zifferblatt & Company, manufacturers of the "Habanello" cigar, as manager of the local sales force.

Harvey L. Twining, formerly associated with the sales force of the American Cigar Company, has also severed his connection with that firm and joined the sales force of the Zifferblatt Company. He will cover the eastern Pennsylvania territory.

MRS. S. T. FULWEILER BURIED

Funeral services for Mrs. Anna S. Fulweiler, of 2017 Pine Street, widow of Samuel T. Fulweiler, former president of the cigar manufacturing firm of P. C. Fulweiler & Brother, who died on Monday, August 19th, were held at 3 P. M. on Wednesday at Christ Episcopal Church, Media, Pa.

She was in her seventy-eighth year. Interment was in St. David's Cemetery.

BAETZEL JOINS CONGRESS

H. Baetzell, who has been associated with the Pent Cigar Company, has joined the forces of the Congress Cigar Company and will succeed Mr. Jacobs in the credit department. Mr. Baetzell also held a similar position with Otto Eisenlohr & Brothers, a few years ago.

To maintain a slender figure, no one can deny the truth of the advice:

"REACH FOR A LUCKY INSTEAD OF A SWEET."

Gladys Glad
of Ziegfeld's "Whoopee"

Experts

Lucky Strike is a blend of choice tobaccos whose toasted flavor thrills the taste, whose toasting process eliminates impurities, and, as 20,679* physicians testify, makes Luckies less irritating. Toasting elevates Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Luckies. Its choice by millions proves its superiority.

* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

(SIGNED) George W. Hill
President,
The American Tobacco Company, Inc.

The Lucky Strike Dance Orchestra will continue every Saturday night in a coast to coast radio hook-up over the N. B. C. network.

"REACH FOR A LUCKY INSTEAD OF A SWEET"

"It's toasted"

No Throat Irritation—No Cough.

© 1929, The American Tobacco Co., Manufacturers

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

HOUSE rates of tariff on tobacco were entirely thrown out and new rates adopted by the Republican members of the Senate Finance Committee during its consideration of the bill, it was disclosed August 20 with the publication of the rates which are to be reported to the Senate September 4.

The House bill provided for a rate of $2.50 per pound on unstemmed and $3.15 per pound on stemmed wrapper tobacco and 35 cents per pound on unstemmed and 50 cents per pound on stemmed filler.

The tobacco paragraph, as rewritten by the Senate Republicans is as follows:

"Paragraph 601 (a). Leaf tobacco consisting of wrapper tobacco not mixed or packed with filler tobacco or of filler tobacco mixed or packed with more than 35 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries when mixed or packed together, if unstemmed, $2.10 per pound; if stemmed, $2.75 per pound.

"(b). Leaf tobacco consisting of filler tobacco mixed or packed with more than 5 per cent. of wrapper tobacco but with not more than 35 per cent. of wrapper tobacco, if unstemmed, 87.5 cents per pound; if stemmed, $1.75 per pound.

"(c). Leaf tobacco consisting of filler tobacco not mixed or packed with wrapper tobacco or mixed or packed with not more than 5 per cent. of wrapper tobacco, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound."

These were the only changes made in the tobacco schedule of the tariff bill. It is expected that a strong fight will be made for restoration of the House rates when the bill is taken up on the Senate floor, and, failing to carry their point there, the advocates of the higher rates will depend upon the conference committee, which will be the final court to decide the rates which will become law. A number of the changes made in the various schedules of the bill were put in for "trading" purposes, the idea being that by abandoning these changes the Senate, when the bill comes before the conferees, will be able to induce the House conferees to make some concessions on other points. Whether the new tobacco rates come in this category cannot be determined at this time, but it is known that interests in Connecticut and in Florida are bitterly opposed to the bill as it comes from the Senate committee and will leave no effort unmade to have the Senate figures knocked out and the House rates restored.

Administrative features of the tariff bill as adopted by the Republican members of the Senate Finance Committee do not differ very materially from the form in which they were adopted by the House, the marking provisions being broadened somewhat and labor being given the right to intervene in customs court cases, among other changes. The period in the abandonment provision has been extended from ten to thirty days, and some changes have been made in the forfeiture provisions.

The marking provisions are among the most important of the administrative features and considerable language has been added to the paragraphs dealing with the manner of marking, so that as reported to the Senate it will read as follows:

"Every article imported into the United States, and its immediate container, and the package in which such article is imported, shall be marked, stamped, branded, or labelled, in legible English words, in a conspicuous place, in such manner as to indicate the country of origin of such article, in accordance with such regulations which the Secretary of the Treasury may prescribe. Such marking, stamping, branding, or labelling, shall be as nearly indelible and permanent as the nature of the article will permit. The Secretary of the Treasury may by regulation prescribed hereafter, except any article from the requirement of marking, stamping, branding, or labelling, if he is satisfied that such article is impracticable of being marked, stamped, branded, or labelled, or cannot be marked, stamped, branded, or labelled, without injury, or that the marking, stamping, branding, or labelling of the immediate container of such article will reasonably indicate the country of origin of such article."

It is understood that labor scored a signal victory in having stricken from the bill language the effect of which now will be to bar the importation of trade-marked or patented articles made abroad for American manufacturers. Under existing law and the House bill, such merchandise would be barred from entry "unless written consent of the owner of such trade-mark is produced at the time of making entry." As changed by the Senate Committee, such "consent" would not be of avail in entering the goods.

A new paragraph to the section dealing with "appeal and protest by American producers," also was adopted at the instigation of the American Federation of Labor, as follows:

"Any authorized representative of an American labor organization or association shall in respect of merchandise in the manufacture or production of which members of such labor organization or association take part have the same right of complaint, appeal, or protest as is by this section accorded to an American manufacturer, producer, or wholesaler."

This section provides means whereby American producers, manufacturers, wholesalers, and now labor, may question the valuation or classification of imported

(Continued on Page 12)

P. A.? You bet it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

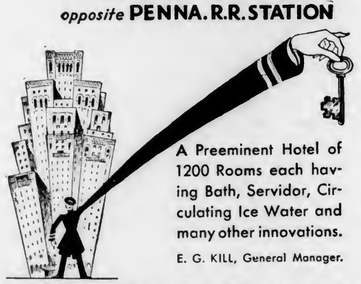
There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION



A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.

E. G. KILL, General Manager.

ROOM AND BATH $3.00 UP

BARNEY COMPANY PREDICTS DISAPPEARANCE OF SMALL MANUFACTURER

CHARLES D. BARNEY & COMPANY, stock brokers, with offices in Philadelphia, New York and other principal cities throughout the country, in their annual review of the tobacco industry just issued, state that the world has ceased to marvel at the continued phenomenon afforded by the enormous consumption of cigarettes, seeming to recognize in their universality of appeal the concomitant of a new phase of human behavior, the causes of which it is not their purpose to seek. Suffice to say, however, that with a per capita consumption still far below that indicated for Great Britain, it seems to be a safe assumption that the future of our great cigarette companies lies almost wholly in a continuation of the policy of fortifying and broadening the industry which has characterized its leaders.

The tobacco habit being, in most cases, a permanent one, it appears reasonable to suppose that the decreases in manufactured tobacco, *i. e.*, smoking and chewing, and in almost all cigars but Class "A" (manufactured to retail at not more than five cents each) represent largely a transference of favor to the increasing branches of the tobacco business rather than to a decline in tobacco users.

The steadily growing production of Class "A" cigars, coupled with a marked reduction in the number of cigar factories, presages, we believe, the early disappearance of the small manufacturer and the concentration into a situation analogous to that of the cigarette industry, where the tastes and requirements of the great army of cigar smokers will be met and fostered by a few outstanding companies, among which today's leaders are already pointing a broad path.

Convincing evidence of the grouping into large units is afforded by the following figures of the Internal Revenue Bureau, showing the number of cigar factories in operation each year.

Output Cigars	*Number of Factories in Operation During*		*% of Total Cigars Manufactured*	
	1921	*1927*	*1921*	*1927*
Under 500,000	13,149	8,470	13.7	6.96
500,000 to 1,000,000	510	243	5.3	2.61
1,000,000 to 2,000,000	324	167	6.8	3.70
2,000,000 to 3,000,000	147	88	5.3	3.36
3,000,000 to 4,000,000	76	44	3.9	2.37
4,000,000 to 5,000,000	73	43	4.9	2.93
5,000,000 to 10,000,000	178	123	18.4	13.27
10,000,000 to 20,000,000	85	69	16.0	15.00
20,000,000 to 40,000,000	25	37	10.0	16.58
Over 40,000,000.....	11	28	15.7	33.22
Total.....	14,578	9,312	100.0	100.00
Factories in Operation at end of Year.....	12,105	8,110		

One need but note in 1927, twenty-eight factories, each with an annual output in excess of 40,000,000 cigars, produced 33.22 per cent. of all cigars manufactured, to appreciate the rapidity with which the cigar industry is being organized to produce in quantity. This, coupled with the fact that the number of factories in all the remaining groups showed fewer in operation than in the preceding year affords firm foundation for the belief that at least a partial answer is being found for many of the ills that have beset the cigar industry in the past decade.

In 1928 the consumption of the Class "A" cigar continued to grow, comprising 51.3 per cent. of the total output as compared with 48.3 per cent. in 1927.

PERCENTAGE OF TOTAL CIGAR PRODUCTION

	1921	*1927*	*1928*
Class "A" (Retailing for not more than 5 cents)	30.2%	48.3%	51.3%
Class "B" (Retailing for more than 5 cents but not more than 8 cents)....	27.8%	11.4%	10.0%
Class "C" (Retailing for more than 8 cents but not more than 15 cents)...	39.2%	36.0%	36.0%

That Class "A" cigars will continue to increase despite the declining tendency of practically all other classes seems to be established by figures for the current year as well as for 1927 and preceding years. This would seem to be efficacious for the industry as a whole as it permits the cultivation of a taste for cigars by a large number of potentially steady cigar smokers at a time when the cost of the more expensive grades would prove a handicap to the habit.

GREGG MADE A DIRECTOR OF A. C. CO.

At a meeting of the board of directors of the American Cigar Company, held last week, Albert H. Gregg, president of Faber, Coe & Gregg, Incorporated, one of the largest importing houses in the country, was elected a member of the board.

Mr. Gregg will also have charge of sales and distribution of the imported and high grade domestic cigars of the American Cigar Company.

Mr. Gregg will continue to manage the business of Faber, Coe & Gregg, which company will co-operate with the American Cigar Company in the development of its business on its high grade brands.

THE HALL OF FAME
After all nothing satisfies like a good cigar
LESCHEY-MYERS-CIGAR BOX CO.
YORK-HANOVER-PHILADELPHIA
GLOBE BOX CO.
LIMA, OHIO.
MANUFACTURERS L-M GLOBE CIGAR BOXES.
The Best Cigars are packed in Wooden Boxes

News from Congress

(Continued from page 8)

merchandise of a class or kind which they manufacture or produce or in which they deal.

New Parcel Post Agreement With Cuba May be Necessary

Renewal of negotiations with Cuba for a new parcel post agreement will result if Congress decides to repeal the statute limiting importations of Cuban cigars, according to the Second Assistant Postmaster General, W. Irving Glover. The question of repealing this statute is now before the Senate Committee on Finance, which is now considering a provision in the tariff bill for a new trade agreement with Cuba.

The United States has lost its Cuban parcel post business because Congress has not recognized the importance of a parcel post agreement with that country, Mr. Glover said. This business is being diverted to foreign countries whose governments have obtained postal conventions. Mr. Glover stressed the need for such an agreement because, he stated, it would promote trade between the two countries. He pointed out that this country did have a temporary arrangement with Cuba for parcel post business but this agreement has been abrogated and has not been renewed.

Mr. Glover predicted that, in the event that Congress at the special session decides to repeal the statute on cigar trade, the department would take up immediately with the Cuban Government plans to develop a parcel post service between the countries.

The present law limiting importations of cigars in lots of more than 3000 Mr. Glover feels should be repealed because such action would develop American commerce in many lines.

Tobacco Tax Receipts Increase

An increase of nearly $38,000,000 in the receipts from the tobacco taxes during the fiscal year ended June 30, last, played a material part in bringing about an increase in tax collections over the fiscal year 1928, it is indicated by figures just made public by the Commissioner of Internal Revenue.

Total collections from this source during the fiscal year were $434,444,543, against $396,450,041 in 1928, an increase of $37,994,502. This increase was due entirely to the greater production of small cigarettes, taxes on which totaled $341,951,551, against $301,752,588, an increase of $40,198,963.

Taxes on large cigars showed a reduction of $330,807, totaling $22,548,567 for the fiscal year 1929, against $22,879,375 the preceding year, while collections from small cigars showed an increase of $21,775, totaling $323,258, against $301,483. Taxes on large cigarettes showed an increase of $6752, with a total of $82,508, against $75,756. The only other increase was $55,715 in the tax collections from cigarette papers and tubes, which aggregated $1,179,525, against $1,123,810.

Collections on chewing and smoking tobacco declined $1,615,364, from $62,774,542 in the fiscal year 1928 to $61,159,178 in the fiscal year just closed, while a reduction of $334,445 was reported in the collections on snuff, from $7,461,354 to $7,126,909. Miscellaneous collections relating to tobacco declined $8086, from $81,130 to $7044.

The States reporting the largest collections from manufactures of tobacco are shown in the following table, compiled by the bureau:

States	Cigars	Cigarettes	Manufactured tobacco and snuff
California	$ 261,707.76	$12,610,788.06	$ 36,700.85
Delaware	59,985.45	.38	436,012.64
Florida	3,029,681.15	11,591.29	1,058.81
Illinois	301,985.82	14,526.05	6,273,223.05
Indiana	590,743.57	21.88	62,908.31
Kentucky	256,402.05	6,308,370.00	3,589,239.90
Massachusetts	422,175.71	11,686.75	72,383.86
Michigan	1,106,892.63	9,896.40	2,617,675.51
Missouri	99,509.05	56,300.51	9,383,107.31
New Jersey	3,118,310.16	17,411,984.97	1,633,732.05
New York	2,231,277.13	24,934,370.62	1,172,806.16
North Carolina	59,587.33	211,322,418.81	22,237,263.97
Ohio	1,215,041.79	132.40	10,534,942.65
Pennsylvania	6,926,154.91	6,603,150.17	921,353.13
Tennessee	257,459.39	2.44	3,572,599.50
Virginia	1,025,486.84	62,711,566.42	3,228,028.92
West Virginia	164,349.26	1,691.07	2,249,472.06

The internal revenues taxes on tobacco products from the Philippine Islands and Porto Rico were reported by the bureau as follows:

Philippine Islands: large cigars, $359,173, against $382,615 in the fiscal year 1928, a decline of $23,442; large cigarettes, nothing, against $41.04; small cigarettes, $13,353, against $6150, an increase of $7203; manufactured tobacco, $184, against $115, an increase of $69.

Porto Rico: Large cigars, $362,636, against $346,889, an increase of $15,747; small cigars, $6965, against $5220, an increase of $1745; large cigarettes, $31,616, against $34,248, a decrease of 2632; small cigarettes, $4937, against $2098, an increase of $2839.

Withdrawals of cigars and cigarettes for consumption were reported by the bureau for the fiscal year 1929 as follows: Large cigars, 6,548,676,637, against 6,483,079,639 in 1928, divided as follows: Class A, 3,454,561,630, against 3,213,614,395; B, 629,875,120, against 682,857,050; C 2,287,862,576 against 2,407,784,848; D, 147,600,791, against 147,442,232; E, 28,776,520, against 31,381,114; small cigars, 431,010,146, against 401,135,960; large cigarettes, 11,455,380, against 10,512,743; small cigarettes, 113,978,898,493, against 100,581,773,100; manufactured snuff, 39,593,939 pounds, against 41,451,577 pounds; chewing and smoking tobacco, 339,749,799 pounds, against 348,698,315 pounds.

Total tax collections from all sources for the fiscal year ended last June were $2,939,054,375, against $2,790,535,537 in 1928, an increase of $148,518,838. Of these amounts the income tax accounted for $2,331,274,428, against $2,174,573,102 in the preceding year, an increase of $156,701,326, and the miscellaneous taxes were $607,779,946, against $615,962,434, a decrease of $8,182,488.

I. R. T. A. SELECTS CANDY BRAND

In connection with the efforts of the Independent Retail Tobacconists' Association, of New York City, to obtain their own brands of cigars, cigarettes, and smoking tobacco, to be handled exclusively by members of the association, the brand committee, appointed for that purpose, has decided on a candy packing of the Colbee Candy Company as the candy to be featured by the members and details are expected to be worked out shortly.

Negotiations are under way with prominent cigar and cigarette manufacturers for the production of brands for the exclusive sale by association members but on account of slight differences of opinion nothing definite has been accomplished.

FISCAL YEAR CIGAR WITHDRAWALS SHOW INCREASE OF 65,596,998

STATISTICS compiled by the Tobacco Merchants Association of the United States for the fiscal year July 1, 1928 to June 30, 1929, inclusive, show that cigar production made the gratifying increase of 65,596,998 cigars over the number produced in the fiscal year 1928.

The production by classes follows:

FISCAL YEAR WITHDRAWALS FOR CONSUMPTION

	Fiscal Year Ending June 30, 1928	*Fiscal Year Ending June 30, 1929*
CIGARS:		
Class A—U. S.	3,213,614,395	3,454,561,630
P. R.	116,208,785	119,967,265
P. I.	181,806,250	172,096,225
Total	3,511,629,430	3,746,625,120
Class B—U. S.	682,857,050	629,875,120
P. R.	4,032,730	7,020,050
P. I.	3,301,783	2,900,050
Total	690,191,563	639,795,220
Class C—U. S.	2,407,784,848	2,287,862,576
P. R.	20,346,402	20,221,512
P. I.	1,800,332	1,202,308
Total	2,429,931,582	2,309,286,396
Class D—U. S.	147,442,232	147,600,791
P. R.	50,200	25,200
P. I.	7,690	9,147
Total	147,500,122	147,635,138
Class E—U. S.	31,381,114	28,776,520
P. R.	8,500	20,000
P. I.	1,141	12,854
Total	31,390,755	28,809,374
Total All Classes:		
U. S.	6,483,079,639	6,548,676,637
P. R.	140,646,617	147,254,027
P. I.	186,917,196	176,220,584
Grand Total	6,810,643,452	6,872,151,248
LITTLE CIGARS:		
U. S.	401,135,960	431,010,146
P. R.	6,960,280	9,287,200
Total	408,096,240	440,297,346
CIGARETTES:		
U. S.	100,581,773,100	113,978,898,493
P. R.	699,600	1,645,780
P. I.	2,050,283	4,451,253
Total	100,584,522,983	113,984,995,526
LARGE CIGARETTES:		
U. S.	10,512,743	11,455,380
P. R.	4,756,750	4,391,233
P. I.	5,700	.....
Total	15,275,193	15,846,613
SNUFF:		
All U. S. (pounds)	41,451,577	39,593,939
TOBACCO (Mfd.): (Pounds)		
U. S.	348,698,315	339,749,799
P. I.	643	1,024
Total	348,698,958	339,750,823

"Folks, how can I make Whoopee *up here* . . . when *down in front* the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.
"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.
"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."
(SIGNED) Eddie Cantor

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

EAT A CHOCOLATE . . . LIGHT AN OLD GOLD . . . AND ENJOY BOTH

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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W. D. SPALDING, Cincinnati, Ohio ..... President
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NATHAN I. BIJUR, New York City ..... President
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

JULY WITHDRAWALS UP 30,000,000

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, and are issued by the Bureau. (Figures for July, 1929, are subject to revision until published in the annual report):

Products	*July* 1928	1929
Cigars (large)		
Class A .....No.	289,580,850	324,515,540
Class B .....No.	59,128,333	55,329,197
Class C .....No.	196,632,980	194,247,742
Class D .....No.	10,910,927	13,163,722
Class E .....No.	1,952,593	2,025,867
Total	558,205,683	589,282,068
Cigars (small) ....No.	28,424,973	31,355,000
Cigarettes (large) .No.	875,760	853,801
Cigarettes (small) .No.	9,723,647,453	10,724,402,990
Snuff, mfd. .....Lbs.	2,825,975	2,869,955
Tobacco, mfd. ....Lbs.	27,329,223	29,824,099

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of July:

Products	*July* 1928	1929
Cigars (large)		
Class A .....No.	10,116,125	8,569,720
Class B .....No.	725,400	288,350
Class C .....No.	1,560,930	835,860
Class D .....No.	1,500	2,500
Class E .....No.	.....	7,500
Total	12,403,955	9,703,930
Cigars (small) .....No.	1,000,000	1,000,000
Cigarettes (large) .....No.	550,000	324,600
Cigarettes (small) .....No.	41,000	63,560

Tax-paid products from the Philippine Islands for the month of July:

Products	*July* 1928	1929
Cigars (large)		
Class A .....No.	19,598,585	15,043,465
Class B .....No.	167,393	234,323
Class C .....No.	83,678	16,602
Class D .....No.	360	576
Class E .....No.	60	61
Total	19,850,076	15,295,027
Cigarettes (small) .....No.	222,040	85,110
Tobacco, manufactured ..Lbs.	30	168

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the July Statement of Internal Revenue Collections

Objects of taxation	*July* 1928	1929
Tobacco manufactures:		
Cigars	$1,942,569.58	$2,007,347.85
Cigarettes	29,177,927.44	32,179,736.70
Snuff	508,675.49	516,591.81
Tobacco, chewing and smoking	4,919,853.37	5,369,238.52

CUT PRICES INJURE TRADE

ACCORDING to a recent article in the *Wall Street News*, shares of the leading tobacco companies cannot make any appreciable headway on the upside, despite the optimistic reports from trade centres telling of record-breaking production and consumption of cigarettes.

In the past year or so there has been a sharp reduction in the retail price of the popular-priced cigarettes, and such stores as Schulte and United Cigar Stores are meeting considerable competition from the chain grocery stores.

The manufacturers, in what was generally referred to as a "price war," reduced their prices early in 1928, but even though present indications are that the American Tobacco Company in 1929, for the sixth consecutive year, will establish new peaks in sales and earnings, the stock is still selling below the high price made in January.

GEORGIA TOBACCO CROP IS GREATEST ON RECORD

Georgia's bright leaf tobacco growers have collected $16,662,622 this season for their 90,654,245 pounds of the weed, averaging $18.38 per 100 pounds for the greatest crop on record in the State.

Figures released by the State Department of Agriculture on Monday for last week's sales showed a total of 3,721,780 pounds sold at an average of $9.93 per 100 pounds, bringing a gross return of $369,549.73.

The past week included sales on twenty-nine floors in eleven towns, with one warehouse not reporting. All warehouses in the State, with the exception of three at Metter, have closed and the three remaining in operation will close Wednesday.

The money return exceeds by more than $5,000,000 the mark established in 1927, the greatest previous return on record, and the poundage exceeds by more than 4,000,000 the yield last year.

HENRY MILLER, VICE-PRESIDENT OF FABER, COE & GREGG

Henry Miller, one of the best known retail cigar men in New York City, was last week elected to the office of vice-president of Faber, Coe & Gregg, one of the largest importing houses in the United States. Mr. Miller had also recently been elected a director of the company.

Mr. Miller has had wide experience in the retail field having operated several high grade stores in the financial district of New York City, all of which have been particularly successful.

Mr. Miller has been associated with Faber, Coe & Gregg for a period of seven years.

ESTABROOKS SEVER CONNECTION WITH FIRM

Announcement has been made that F. Reed Estabrook and Benjamin W. Estabrook, of the firm of Estabrook and Eaton, of Boston, Mass., have severed their connection with that firm and F. Reed Estabrook has associated himself with the O. B. Baker Company, a hotel supply house. Benjamin W. Estabrook has not announced his plans for the future.

HIRTENSTEIN ASSETS SMALL

Adolph Hirtenstein, cigar manufacturer, of New York City, who was petitioned into bankruptcy a short time ago, has assets of $828 and liabilities of $19,554, according to the report of the receiver, made public last week.

JUNE CIGAR WITHDRAWALS SHOW DECREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of June, 1929, and are issued by the Bureau. (Figures for June, 1929, are subject to revision until published in the annual report):

Products	*June* 1928	1929
Cigars (large)		
Class A ..... No.	292,641,215	306,194,745
Class B ..... No.	59,346,245	49,817,261
Class C ..... No.	209,124,870	186,608,462
Class D ..... No.	12,716,515	12,446,475
Class E ..... No.	2,166,888	1,679,432
Total	575,995,733	556,746,375
Cigars (small) ....No.	40,449,107	39,801,000
Cigarettes (large)..No.	831,600	925,125
Cigarettes (small).No.	9,690,961,112	10,839,672,699
Snuff, mfd. .....Lbs.	3,324,802	3,287,200
Tobacco, mfd. ....Lbs.	30,476,559	29,065,627

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of June:

Products	*June* 1928	1929
Cigars (large)		
Class A .....No.	10,442,895	10,945,050
Class B .....No.	587,850	1,035,550
Class C .....No.	2,165,262	1,758,400
Class D .....No.	.....	5,000
Total	13,196,007	13,744,000
Cigars (small) .....No.	.....	1,000,000
Cigarettes (large) .....No.	275,000	39,583
Cigarettes (small) .....No.	130,000	840,000

Tax-paid products from the Philippine Islands for the month of June:

Products	*June* 1928	1929
Cigars (large)		
Class A .....No.	16,495,100	11,909,205
Class B .....No.	205,130	224,201
Class C .....No.	262,308	44,492
Class D .....No.	599	100
Class E .....No.	.....	2,511
Total	16,963,137	12,180,509
Cigarettes (small) .....No.	208,149	756,910
Tobacco, manufactured...Lbs.	121	174

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the June Statement of Internal Revenue Collections

Objects of taxation	*Fiscal year* 1928	1929
Tobacco manufactures:		
Cigars	$23,180,858.68	$22,871,826.32
Cigarettes	301,828,344.62	342,034,059.99
Snuff	7,461,354.90	7,126,908.99
Tobacco, chewing and smoking	62,774,542.43	61,159,178.09

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA

Now 10¢

TREMENDOUS volume has enabled La Palina to cut the price on these genuine 2 for 25¢ cigars—to 10¢.

Wise merchants, anticipating the increased business that will follow this reduction, are stocking up to meet demand—now!

La Palina **"Specials"** are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

SPECIALS

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RAILWAY VETERAN'S OWN MIXTURE:—45,535. For smoking tobacco. July 30, 1929. Wm. P. Bushell, New York N. Y.

THOMPSON'S TAMPA CIGARS:—45,536. For cigars. August 1, 1929. Thompson & Co., Tampa, Fla.

BELSHIRE:—45,537. For cigars. August 2, 1929. Wm. Applefield, Beverly Hills, Cal.

P of W:—45,538. For pipes. August 2, 1929. Kaufmann Bros. & Bondy, Inc., New York, N. Y.

THE JOLLY PIPERS:—45,565. For all tobacco products. August 8, 1929. J. V. Flanigan, New York, N. Y.

JOLLY PIPERS:—45,566. For all tobacco products. August 8, 1929. J. V. Flanigan, New York, N. Y.

NORTH OF HAVANA:—45,567. For cigars. August 14, 1929. Wilkowski Bros., Watertown, Wis.

TRANSFERS

SCANDINAVIAN CLUB:—43,779 (T. M. A.). For cigars. Registered May 2, 1924, by Okray & Dhein, Milwaukee, Wis. Transferred to Peter Dhein, Milwaukee, Wis., August 13, 1929.

FLYING HABIT:—45,547 (T. M. A.) For all tobacco products. Registered August 6, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to the United States Cigar Co., Inc., Reading, Pa., August 13, 1929.

TEAM MATE:—40,580 (T. M. A.) For all tobacco products. Registered March 16, 1918, by The Mochle Litho. Co., Brooklyn, N. Y. Transferred to Geo. W. Helme Co., Inc., New York, N. Y., August 14, 1929.

BEN HUR:—6763 (U. S. Tobacco Journal). For cigars. Registered August 20, 1886, by Geo. Moebs & Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

ROYAL BANNER:—(U. S. Tobacco Journal). For cigars. Registered March 23, 1886, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

ROYAL BANNER:—50,395 (U. S. Patent Office). For cigars. Registered March 13, 1906, by The Banner Cigar Mfg. Co., Detroit, Mich. Transferred to The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

BANNERETTE:—8432 (Tobacco Leaf). For cigars. Registered May 10, 1894, by Star Cigar Mfg. Co., Detroit, Mich. Through mesne transfers acquired by The Peterson Cigar Co., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

A. I. D.:—45,133 (Tobacco Merchants' Association). For cigars. Registered January 20, 1928, by Wm. Tegge & Co., Detroit, Mich. Transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

TABS:—17,937 (Tobacco Leaf). For stogies. Registered November 1, 1899, by The R. & W. Jenkinson Co., Pittsburgh, Pa. Through mesne transfers acquired by Theodore Peterson, and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

BANNER, THE EARTH'S BEST:—3208 (Tobacco Leaf). For cigars. Registered July 26, 1888, by The Banner Cigar Mfg. Co., Detroit, Mich. Transferred to The Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

W. D. K.:—17,697 (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered April 22, 1909, by Wm. Tegge & Co., Detroit, Mich. Transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

M & K:—17,696 (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered April 22, 1909, by Wm. Tegge & Co., Detroit, Mich. Transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

EL MOZARO:—29,760 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 11, 1914, by Moller-Kokeritz & Co., New York, N. Y. Through mesne transfers acquired by Wm. Tegge & Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

1775:—29,933 (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered March 23, 1914, by Wm. Tegge & Co., Detroit, Mich. Transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

COUNCIL HOUSE:—15,798 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered July 20, 1908, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Wm. Tegge & Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

BEN ABDUR:—28,733 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered April 23, 1904, by O. L. Schwencke Litho. Co., New York, N. Y. Through mesne transfers acquired by the Peterson Cigar Co., Detroit, Mich., and re-transferred to Tegge-Jackman Cigar Co., Detroit, Mich., July 5, 1929.

CORRECTED PUBLICATION

LOUIS 1890:38,647 (United Registration Bureau). For cigars, little cigars and cheroots. Registered April 14, 1914, by Schwarzkopf & Ruckert, New York, N. Y. Transferred to Miami-Havana Trading Co., Miami, Fla., April, 1914.

THE TOBACCO INDUSTRY OF FRANCE

(Continued from Page 17)

of all the stores except the 200 or 300 actually operated by titulaires. The managers are appointed for a period of nine years, and usually are required to return to the monopoly about 30 per cent. of their commissions, for the privilege of operating their respective stores.

Conclusion

The French tobacco monopoly has been the object of several domestic attacks, and at various times commissions of investigation have been established to inquire into its operations. The last investigation of this kind was made in 1926, and the report was presented by a well-known automobile manufacturer. Most of the recommendations in this report were followed in the reorganization of the monopoly according to the law of August 7, 1926. The rapid development of sales since the reorganization seems to have justified the measures adopted. In this connection, it is interesting to note that the per capita consumption of tobacco in France is only about 2.6 pounds a year, less than half as great as consumption in the United States and Belgium, and noticeably less than that of Germany and England.

The following table showing the net profits of the monopoly in millions of francs for alternating years since 1920, and in 1927, demonstrates its financial development:

Millions of Francs

	Gross Receipts	*Expenses*	*Net Profits*
1920	1,450	710	740
1922	1,670	500	1,170
1924	1,997	560	1,437
1926	2,880	750	2,130
1927	3,731	822	2,909

It will be observed that about 75 per cent. of the gross receipts of the monopoly is net profit for the state. The French monopoly is said to show a larger profit ratio than any other government monopoly except that of Spain.

HARRY BOSTON EXPECTED

Harry Boston, of William DeMuth & Company, manufacturer of fine pipes, is expected in town shortly with his offerings of what's new in pipes.

SEPTEMBER 15, 1929

VOLUME 49 No. 18

THE TOBACCO WORLD

LIBRARY RECEIVED SEP 27 1929 U.S. Department of Agriculture

The 1929 Crop of Porto Rican Tobacco

Quantity - Very Short Quality - Very High

The tremendous shortage of this year's Porto Rican Tobacco crop will seriously affect many buyers, particularly those who delay ordering until the last moment. This shortage, *amounting to ten million pounds below normal*, unfortunately comes at a time when Porto Rican tobacco is finding a steadily increasing market among cigar smokers of discriminating taste. It is imperative that you place your orders now in order to avoid disappointment later.

Stalking Porto Rican Tobacco

Although other years have produced far larger quantities, this year's crop is unquestionably the finest ever grown in Porto Rico. It is certain to win many new users of this splendid, fragrant, mild tobacco and enhance the popularity and profits of these duty free, moderately priced cigars. You are cordially invited to inspect this banner crop.

For the convenience of new buyers, a complete list of growers, packers and dealers will be promptly furnished upon request

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

You may have heard of other fiends,
but never of a "cigar-fiend".
Cigars do not "get" you.

After all
nothing satisfies like
a good cigar

The most widely advertised brands of cigars come in wooden boxes

It is always wisest to follow a leader. Mavericks rarely are popular. There are sound sales reasons why more cigars come packed in wooden boxes than in any other type of container. And most of these reasons are as appealing to the smoker as to the dealer.

The flavor of the cigars is improved; selection is more intelligent, because color, shape, size and workmanship can be seen at a glance; the appearance is more inviting; and, of interest to the retailer, more cigars can be displayed in a limited space.

The best cigars
are packed in
WOODEN BOXES

Volume 49

THE TOBACCO WORLD

Number 18

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, SEPTEMBER 15, 1929 — Foreign $3.50

A. T. COMPANY OFFERS NEW STOCK

AS the result of a meeting of the board of directors, held on August 28th, stockholders of the American Tobacco Company have received subscription privileges for the purchase, at a price considerably below the prevailing market, of additional common stock "B" authorized but heretofore unissued.

The directors decided to offer holders of both its common and common "B" stocks the right to subscribe, pro rata, for the additional stock totaling 390,583 shares at a price of $125 each in the ratio of one share of common "B" for each five shares of common or common "B" held by them on September 10th. Rights to subscribe for new shares will expire at 3 P. M. October 1st.

The common and common "B" closed on the New York Stock Exchange on August 28th at 197½ and 197 respectively, and on August 30th both stocks rose to 205 and closed on September 10th at 194¾ and 196 respectively.

The rights were admitted on the New York Curb Exchange to its unlisted trading privileges, and rose to $14 each and closed on September 10th at 12¼.

The American Tobacco Company in 1926 adopted the policy of concentrated efforts on one brand of cigarettes, and according to President G. W. Hill's supplementary letter to the stockholders, "the wisdom of this policy has been unquestionably demonstrated." The brand referred to is, of course, "Lucky Strikes."

Mr. Hill remarks that in view of inquiries and rumors that have been current, and in view of the additional issue of stock, the board of directors is considering for the year 1930 the desirability of raising the present dividend rate and effecting such charter changes as will permit the splitting of the stock on a basis beneficial to the company's stockholders.

I. R. T. A. NOW HAS OWN BRAND

The special brand of cigars to be manufactured exclusively for members of the Independent Retail Tobacconists Association, New York City, has been received by members of the association.

The brand is "Old Kent," and is manufactured for the association by E. Popper & Company.

The president of the association has announced that plans are under way to distribute prizes for the best display of this brand and also prizes for those selling the greatest number in a given period.

UNIVERSAL LEAF EARNINGS UP

Net earnings of the Universal Leaf Tobacco Company, Incorporated, of Richmond, Va., for the year ended June 30, 1929, were $1,311,677, equivalent to $7.28 a common share, against $1,280,892, or $6.74 a share, in the preceding year.

MORROW BROTHERS ONCE CANADIAN FARM BOYS

GEORGE K. MORROW and his brother, Frederick K. Morrow, heads of the group which recently purchased the United Cigar Stores Company from the Whelan interests, for a price said to be more than $100,000,000, were born on a farm near Toronto, Canada.

George left Canada at the age of twenty-one to seek his fortune in the United States, and became associated with Swift & Company in Chicago. He next became associated with the Quaker Oats Company, and a few years later founded a merchant broker's business in New York City. Later, bankers intrusted to him the job of reorganization of the American Cotton Oil Company.

During this period in George's life, his brother launched his business career in Toronto. Later, the two brothers bought the American Linseed Oil Company from the Rockefeller interests. Then they obtained control of the Standard Milling Company, and then followed control of the Christie-Brown Company, Canadian biscuit manufacturers; then Consolidated Bakeries, of Canada. All of which have been very succesful.

From that time on, the two brothers obtained control of one business after another, but in the development of the Gold Dust Corporation, George became well-known in American financial circles.

Frederick is a director of the Bank of Toronto; the Gold Dust Corporation; the Christie-Brown Company and many other Canadian corporations.

Associated with the Morrow brothers in their many enterprises are two other well-known Canadians: W. A. Black, president of the Ogilvie Flour Mills, of Montreal, a director of the Canadian Pacific Railway, and also a director of the Bank of Montreal and Sir Herbert Holt, president of the Royal Bank of Canada, and also a director of the Canadian Pacific Railway.

George K. Morrow has now became chairman of the board of the United Cigar Stores Company, and Frederick has become the president.

The Morrow brothers have obtained the services of R. W. Jameson, who made an outstanding success of the Dominion Stores, of Canada.

TAMPA PRODUCTION INCREASES

Cigar production in Tampa, Fla., for the month of August showed a fine increase over the month of July, of 3,785,860 cigars, and a gain in production for the first eight months of this year of 19,348,530 over production in the same period of 1928.

The August production by classes is as follows: Class A, 14,068,520; Class B, 817,300; Class C, 22,449,950; Class D, 8,483,070; Class E, 129,120. Total production for the month was 45,948,030.

THE TARIFF BILL

ACCORDING to a bulletin just received from the Tobacco Merchants Association of America, the arguments on the tariff bill in the Senate were finally begun last Monday, and according to all indications, it may take several weeks before voting on the tariff rates will be started.

In fact, close observers of the situation seem to think that the measure cannot be passed in the Senate before November.

As regards the tariff on cigar wrappers, the Senate Finance Committee, having eliminated the 40-cent increase passed by the House, reported:

"The increase proposed of 40 cents per pound, equaling from 70 to 80 cents per thousand cigars, was considered too heavy an additional burden to put upon the 5-cent cigar industry. Consideration was also given the fact that thousands of farmers in the Connecticut Valley, in Pennsylvania, Ohio, Wisconsin, and New York, are producing binder and filler tobacco used in 5-cent cigars, an essential part of which is the imported wrapper. Witnesses represented that should the rate on wrapper tobacco be increased 40 cents per pound, production of 5-cent cigars would be restricted and the market for domestic binder and filler tobacco be narrowed."

Thus, the Committees' of both the House and the Senate, have reached the same conclusion that there is no justification for a rise of the duty on cigar wrapper.

However, the matter is by no means settled. It will be recalled that after the Ways and Means Committee had submitted its decisive findings against any increase, it reversed itself as the last moment and recommended a 40-cent increase, overruling its own chairman of the tobacco committee, who stated on the floor of the House that

"I cannot agree that this amendment is fair to anybody except to some one I have not been able to discover who, apparently, has pleaded for the raise for political reasons." . . .

Then too, in spite of the fact that the Senate Finance Committee, after an exhaustive hearing, has reaffirmed the conclusion first reached by the Ways and Means Committee, the shade wrapper growers seem to have renewed their fight by enlisting the cooperation of the twelve (12) national farm organizations, including the National Grange, the American Farm Bureau Federation, and the Central Cooperative Association, who, in a public letter addressed to the Senate just published, demand an upward revision of agricultural products including tobacco, the rate on which they demand should be "not less than House rates."

It is also to be noted that the procedure in the Senate is quite different from that in the House, and that with the various groups of senators, all apparently entertaining different viewpoints and having unlimited debate, it is, of course, impossible to forecast, at this time, how the tariff bill will look when it is finally passed.

It is however, generally believed that the measure will undergo, material changes and that many of the schedules will be revised on the floor of the Senate.

Under these circumstances, it seems clear that the trade leaders must hold themselves in readiness to resume activities with renewed vigor, pressing the cigar industry's demand for a reduction of the wrapper tariff at the first opportune moment.

In this connection it may be said that while as between the 40-cent increase passed by the House, which

(Continued on Page 17)

THE TWO LARGEST CIGAR AND TOBACCO DISTRIBUTORS IN THE MIDDLE WEST MERGE

ANNOUNCEMENT of the merger of the two largest cigar and tobacco distributors in the Middle West has just been made by the Nathan Fox Company. This merger which becomes effective September 3d combines the well-known firms of J. and B. Moos, Inc., and Nathan Fox Company, the latter name being the trade designation under which the business will eventually be operated.

"Both of these houses were pioneers in their field and each has built up an enviable reputation for square dealing with its customers," said Mr. Fox, president of Nathan Fox Company. "We have always aimed to play the game squarely, to spread our cards on the table before our prospective trade, with the realization that while an order may be secured once or twice by clever selling, lasting and friendly relations can be made only by tendering full value and rendering honest service. Our thirty-four years of experience, accompanied by steady growth, is a guarantee of our sincerity.

"Now, in joining forces with another old line firm of sterling integrity (J. and B. Moos, Inc., having been founded forty-seven years ago), we will be able to give retail dealers even greater service. We will continue our extensive jobbing operations in tobacco products and smoking accessories, and in addition to the well-known brands of cigars which we now control—"John Ruskin," "Admiration," "Charles Denby," and "Popper's"—we will supervise the exclusive distribution in this wide territory of American Cigar Company national brands."

The association of J. and B, Moos, Inc., with Nathan Fox Company, establishes what is, undoubtedly, the largest cigar and tobacco distributing organization in the Middle West, doing a yearly business in excess of ten millions of dollars. Its officers will be Sidney Fox, president, Moses B. Levin, vice-president, Maurice M. Johnson, treasurer, and Vernon Fox, secretary.

REYNOLDS BROTHERS PLACE STOCK PRIVATELY

Two hundred fifty thousand shares of Reynolds Brothers, Incorporated, a holding company organized in February under the laws of Delaware, as successor to a corporation formed in 1926 by R. S. Reynolds, president of Selected Industries, Incorporated; C. K. Reynolds, vice-president of United States Foil Company, Incorporated, and their associates, was placed privately, according to an announcement made last week.

The present company is under the management of R. S. and C. K. Reynolds, and John W. Hanes, of Charles D. Barney & Company. The company has a total authorized capital stock of 3,000,000 shares, of which 2,583,333 shares will be outstanding.

The net assets of the company as of August 22, 1929, figuring investments at market value, together with the proceeds of the present sale of stock, amount to approximately $29,400,000, equivalent to more than $11.35 per share of stock.

The securities of the company include large holding in the following companies, with the management of which the directors are associated: The Reyburn Company, Incorporated, Reynolds Investing Company, Incorporated, Selected Industries, Incorporated, and the United States Foil Company, Incorporated. In addition, the company holds a diversified list of general investments.

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¼ H.P. Motor is $2000

Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

PHILADELPHIA.

HIRST RETURNS FROM BOSTON

A. N. Hirst, assistant treasurer of Bayuk Cigars, recently returned from a trip to their newly opened Boston branch. He reports that the new branch is rapidly getting set, and expects sales of Bayuk brands to show a fine increase in that territory in the near future.

SMOKING WOMEN DEPLORED

At the Methodist Episcopal Preachers Meeting held on Monday in the Wesley Building, Seventeenth and Arch Streets, here, the Rev. J. H. Hartman urged an educational campaign on the effects of tobacco smoking by women and children, and told the meeting that 40 per cent. of the babies born of mothers who smoke die in early years.

Mr. Hartman, who is chairman of the meeting's committee on legislation and reform, spoke of the bill, recently introduced in Congress by Senator Reed Smoot, which would place tobacco products under the same supervision as drugs.

KAHN VISITS LOCAL FACTORY

G. M. Kahn, president of the Louis King Cigar Company, with headquarters in Hartford, Conn., was a visitor at the local factory on South Third Street, recently.

The Louis King Cigar Company has recently acquired an additional floor in their factory building here and additional equpment is being installed in order to increase production to meet the increasing demand on their brand, "King Perfecto."

ZEP CARRIED "PENLO" BRAND

Among the cargo carried from Lakehurst to Friedrichshafen by the Graf Zeppelin was a shipment of "Penlo" cigars, manufactured in Philadelphia. These cigars were consigned to the members of the Poor Richard Club, of Philadelphia, who were attending the advertising men's convention in Berlin, and they were thoroughly enjoyed.

FORRESTALL A VISITOR

P. Forrestall, of Waitt & Bond, Incorporated, visited the local distributors of "Blackstone" (Yahn & McDonnell) and was pleased with the steady increase in sales of this brand which the local distributors have been building up for many months.

EARLE DRUG CHAIN ORGANIZED

THE Earle Drug Stores, Incorporated, has been organized here to operate a chain of stores in this city and across the river in Camden, N. J. A stock offering of 90,400 shares of common stock, no par value, has been made, at $12.50 a share. It is planned to operate twelve stores in Philadelphia and one in Camden, and the company expects to place the stock on a $1 annual dividend basis.

Cigars and tobacco products will be handled by the chain, in addition to drugs and kindred articles.

COURT SUSTAINS ALCOHOL "CUT"

The Circuit Court of Appeals here, on August 29th, sustained Colonel Samuel O. Wynne, Prohibition Administrator, in his refusal to amend a withdrawal permit to allow better denatured alcohol to be used by the Lou-Val Company, Incorporated, of North Eighth Street.

The company manufactures a tobacco spray, and formerly had a permit to use 190-proof alcohol, but this was cut to a 150-proof, making it less readily transformed for beverage purposes should it find its way from the company to illegal channels.

CONGRESS DIVIDEND

Directors of the Congress Cigar Company at their recent meeting declared an extra dividend of twenty-five cents and the regular quarterly dividend of $1.25, both payable September 30th to stockholders of record September 14th. This is the same dividend disbursement as was made three months ago.

MYERS JOINS ZIFFERBLATT

Birney Myers, who was formerly associated with the Cortez Cigar Company, has severed his connections with that firm and joined the sales force of G. Zifferblatt & Company.

He will cover Maryland, Virginia, North and South Carolina for "Habanello" in the future, making his headquarters in Richmond.

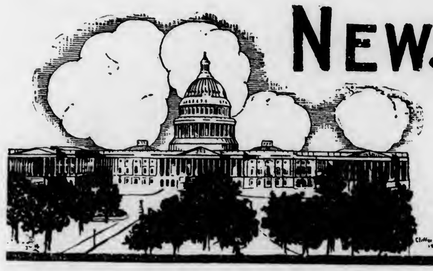
ABE CARO HERE

Abe Caro, of A. Santaella & Company, visited the local distributors of "Optimo" (Yahn & McDonnell), and then journeyed to Atlantic City to observe conditions there.

"Optimo" continues to be one of the "best sellers" in this territory.

Good taste will always discover Camels

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE representations of witnesses before the Senate Finance Committee that the proposed increase in the tariff on wrapper tobacco, as proposed in the Hawley-Smoot bill passed by the House of Representatives, would restrict the production of five-cent cigars and narrow the market for domestic binder and filler tobacco, were responsible for the Senators voting for the retention of the present law applicable to that tobacco. This is made known in the report of the committee to the Senate made public September 3d.

The House bill, the report stated, provided an increase from $2.10 to $2.50 per pound on unstemmed wrapper tobacco and from $2.75 to $3.15 on stemmed. Since imports are almost wholly in the unstemmed form to avoid breakage and loss in handling, the former rates are the effective ones, it was added.

"The increase proposed of 40 cents per pound, equaling from 70 cents to 80 cents per 1000 cigars, was considered too heavy an additional burden to put upon the five-cent cigar industry," the report continued. "Consideration was also given the fact that thousands of farmers in the Connecticut Valley, in Pennsylvania, Ohio, Wisconsin and New York, are producing binder and filler tobacco used in five-cent cigars, an essential part of which is the imported wrapper. Witnesses represented that should the rate on wrapper tobacco be increased 40 cents per pound, production of five-cent cigars would be restricted and the market for domestic binder and filler tobacco be narrowed. In 1928 the duty on cigar wrapper approximately equaled 100 per cent. ad valorem.

"The phraseology of the paragraphs has been changed so as to provide a single rate of duty on all mixed bales containing over 5 and less than 35 per cent. wrapper, thus making the provision more definite and facilitating its administration."

America's Wage Earners' Protective Conference is planning a campaign seeking the rejection in the Hawley-Smoot tariff bill of an administrative provision the effect of which would be to repeal that part of the revised statute which prohibits the importation into the United States of cigars or cigarettes in quantities of less than 3000 per shipment. In a lengthy statement dealing with the general subjects of the tariff, addressed to each of the members of the United States Senate, M. J. Flynn, executive secretary of the organization, points out the interest which the organized workers have in this particular feature.

"The Cigar Makers' Union, composed of some 30,000 organized workers, are vitally interested in having the present law limiting the importation of cigars of not less than 3000, retained," said Mr. Flynn.

"It was brought out in the public hearings before the Senate Finance Committee by President Matthew Woll, of our organization, that mail order cigar houses of Cuba already are offering to deliver small packages of cigars, you might say, without the payment of any duty. If they send these packages in at a value where the duty is less than $1, then as we understand it the Government contends that the cost of collecting the revenue would be greater than the duty itself, thus the cigar makers would be deprived of their livelihood, the Government will be deprived of revenue. Therefore we ask that you retain the present law limiting the importation of cigars to lots of not less than 3000.

"That which we have predicted in so far as cigars are concerned, if this limitation is removed, has already happened in so far as printing of advertising by large American purchasers of printing in that they are having millions of pieces of advertising matter printed in foreign countries and mailed to addresses in this country. Not only are the printing trades workers, and possibly other workers, deprived of employment through this action but the Government is deprived of revenue both in the customs and in the post office departments."

U. S. Tobacco Exports for First Six Months of Year Total $11,000,000

The total exports of tobacco products from the United States during the first half of 1929 amounted to about $11,000,000, compared with $12,000,000 worth exported during the corresponding period of last year, according to an interpretation of official statistics by the Tobacco Section of the Department of Commerce. The decrease in trade was due largely to a disturbed cigarette market in China. Cigarettes represent seven-eighths of the value of the total export trade in tobacco products, and China is the most important market, taking 3,200,000,000 cigarettes during the first half of 1929, or 64 per cent. of the total cigarette exports. Compared with the first half of 1928, cigarette shipments to China declined by 20 per cent. Improvement of the Chinese trade has been predicted for the latter half of the year, however, and it is quite possible that total shipments for 1929 will be somewhere near normal.

American cigarettes are sold in nearly every country of the world. In reality more than 100 different markets were represented in the first half of 1928 and 1929, but there are at present only a few large markets. After China, the Philippine Islands, Panama and France are the most outstanding, absorbing 22 per cent. of the total exports during the first half of the year.

(*Continued on Page 17*)

An Ancient Prejudice Has Been Removed

"toasting did it"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive acrids (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—"It's Toasted."

Toasting, the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S *extra* secret process—removes harmful corrosive acrids (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

"It's Toasted"—the phrase that describes the *extra* "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 260°—maximum, 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday Night, over a coast-to-coast network of the N. B. C.

© 1929, The American Tobacco Co., Mfrs

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 UP

SIR WALTER RALEIGH

has put a *steady, new* profit item on the books of a lot of shrewd merchants.

B.&W.

BROWN & WILLIAMSON TOBACCO CORPORATION
Louisville, Kentucky

The Tobacco Industry

OUR annual survey of the tobacco industry containing recent data and statistics, together with comments on developments affecting the industry, is now ready for distribution.

Copy may be had upon request

CHAS. D. BARNEY & CO.

Members of the New York Stock Exchange
Members Philadelphia Stock Exchange

65 Broadway, New York
1428 Walnut Street, Philadelphia

A BIG CIGARETTE BUSINESS

THE American Tobacco Company has been proudly displaying a check received from the Metropolitan Tobacco Company of New York for $1,000,188 in payment for "Lucky Strike" cigarettes. The American Tobacco Company believes this is the largest check ever issued in payment for any one brand of cigarettes, but the officials at 111 Fifth Avenue are hopeful that it will not be the last as "Luckies" are continuing to show record-breaking increases in sales.

Accompanying the check was the following letter:

"American Tobacco Company,
#111 Fifth Avenue,
New York City.

Attention:
Mr. R. H. Fletcher

Gentlemen:

It is our pleasure to forward with this letter our check to your order for: $1,000,188.00 in settlement of bills for 'Lucky Strike Cigarettes', as per remittance slip attached.

We hope that the demand for 'Lucky Strike' cigarettes will be such as to make succeeding checks even greater.

Yours truly,
Metropolitan Tobacco Co.
Sidney Weinstock,
Secretary."

GENERAL CIGAR STRIKE SETTLED

The strike of hand workers at the New Brunswick factory of the General Cigar Company has been settled and practically all of the old hand workers have been re-employed.

After the strike had been in progress for some time, the General Cigar Company announced that they were closing the hand working department and that all the strikers were discharged.

However, a delegation of the strikers visited the plant, and, in response to their appeal the hand department was reopened and 120 girls were re-employed. The remaining 150 strikers will be taken on just as soon as conditions permit.

WORLD WAR ON TOBACCO IN 1931

According to an announcement by leaders of the No-Tobacco League of America attending the national convention at Winona Lake, anti-tobacco workers of the world will be invited to meet at Winona Lake in 1931 to form a world league against tobacco.

R. M. Gregg, president of the No-Tobacco League of America, has been delegated to represent America at the Hague convention of anti-tobacconists, and to invite the European league leaders to Winona Lake in 1931.

"CORTEZ" MAN A VISITOR

C. W. Saunders, of the Cortez Cigar Company, was a visitor here recently, and obtained some nice orders for his company.

The Holt Cigar Stores are featuring special sizes of the "Cortez" brand at attractive prices, with gratifying success.

ANTUONO IN NEW YORK

Val M. Antuono, manufacturer of the Tampa-made "C. H. S." cigar has been visiting in New York City.

. . . in the box it's CONTROL!

. . . in a cigarette it's TASTE!

"DO ONE THING, and do it well." In making cigarettes, choose the one thing that counts—*good taste*—and give full measure!

From start to finish, that's the Chesterfield story. Good tobaccos, skilfully blended and cross-blended, the standard Chesterfield method—appetizing flavor, rich fragrance, wholesome satisfying character—

"TASTE *above everything*"

MILD . . . and yet THEY SATISFY

Chesterfield
FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

© 1929, Liggett & Myers Tobacco Co.

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

SOMETHING NEW IN ADVERTISING

FLOYD GIBBONS, distinguished journalist, who is known wherever English is read for his vivid and colorful descriptions of the world's greatest events of war and peace, is appearing in the newspapers of America this week in the advertising columns instead of the news columns. This momentary transition, much as it may startle "gentlemen of the press" everywhere, is likely to prove of equal interest to the advertising fraternity, and to the general public, because it is a striking demonstration of how close is the trend of modern advertising to what in the newspaper offices is known as "spot" news.

Gibbons enters this new field as a correspondent covering an event for the advertising columns just as he would for the news columns. He was engaged by P. Lorillard Company, makers of "Old Gold" cigarettes for perhaps the first piece of straight reporting ever to be done for an advertisement. His assignment was to cover the concealed name cigarette test among members of New York's famous "Old Seventh" Regiment at the National Guard Training Camp, Camp Smith, Peekskill, New York; his instructions were the kind that every good reporter best loves to get from his editor: "Write whatever you please, Floyd Gibbons."

In an advertisement appearing in the newspapers of the country this week Gibbons tells as a piece of straight reporting, how he watched these young soldiers decide, with paper masks concealing the names of the four leading cigarettes, and thus removing all brand prejudice, which cigarette they liked best.

Other distinguished writers will describe the test among other interesting groups, according to the Lorillard Company.

A novelty in the "Old Gold"-Paul Whiteman hour when it is next heard over the nationwide hookup of the Columbia Broadcasting System on Tuesday, September 17th, from 9 to 10 P. M., New York daylight time, will be the opening and closing of the hour with a march—"Marche Militaire." The opening strains of this march will follow immediately after Whiteman's now long popular signature, "Rhapsody in Blue." Southern songs and melodies will be sprinkled all through this hour of dance music, and Mildred Bailey, the new "blue" singer, the "Old Gold" Trio, Jack Fulton, Bing Crosby and the Ponce Sisters, all will be heard in vocal interpolations.

U. S. TOBACCO STOCK ON $4 BASIS

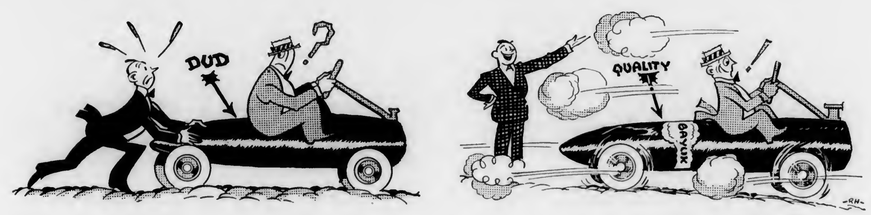
Last week the common stock of the United States Tobacco Company was placed on a $4 annual dividend basis, when directors declared a quarterly dividend of $1, which is an increase of twenty-five cents over the dividend disbursements for the previous quarter.

The regular quarterly dividend of $1.75 was also declared on the preferred stock. Both dividends are payable October 1st to stockholders of record September 16th.

BOND ON WESTERN TRIP

C. A. Bond, Philippine Tobacco Agent, with headquarters at 15 William Street, New York City, has been on a short trip through the Middle West visiting the jobbers and distributors of Manila cigars in that section. He is expected to return to his desk this week.

PUSHMOBILE or AUTOMOBILE



PITY the helpless cigar that has to be "sold" to every customer who comes into your store! Is it really worth the effort—the time it consumes—the words it takes? How very much more profitable is a cigar which you can place on or in your case and have your customers ask for it of their own accord! You can wait on three or four such customers in the time it takes to "sell" one customer some little-known or low-quality brand.

Do your headwork when you *buy* your cigars—not when you sell them. *Put in cigars that travel on their own power . .* cigars which through sheer quality start the customer off happily and keep him attached to them day after day. That's sound retailing logic.

In more than thirty years of quality and satisfaction giving, Bayuk Cigars have attained a sales momentum that has no parallel in the cigar industry. It has been one of steady, constant growth . . . Because Bayuk smokers *remain* Bayuk smokers; and each and every day, week, month and year finds many new smokers discovering the fact that Bayuk Cigars represent the greatest 5c to 3-for-50c *value* on the market.

CHARLES THOMSON

BAYUK
HAVANA RIBBON

MAPACUBA

BAYUK BRANDS

BAYUK
PHILADELPHIA
CIGAR

PRINCE HAMLET

BUILD BUSINESS

BAYUK CIGARS Inc.

MAKERS OF FINE CIGARS SINCE 1897 — PHILADELPHIA

NO SMOKING RULE BROKEN ON ZEP

ACCORDING to advices from Friedrichshafen, after the Graf Zeppelin had landed there after completing its round-the-world flight, the no smoking rule was flagrantly broken on the trip across the Atlantic from Lakehurst to Friedrichshafen.

One of the American passengers boasted that rules were meant to be broken, and disappeared into the lavatory to smoke a cigar.

His action so incensed the remainder of the passengers that they demanded that the most severe measures be taken and sought to have him locked up for the balance of the trip. The officers on board the Zeppelin, however, were said to have refused to do this and only warned him against a repetition of his offense.

Smoking aboard the Zeppelin has always been strictly forbidden because of the highly inflammable hydrogen gas which is used to give the Zeppelin its buoyancy.

TAMPA MANUFACTURERS FIGHT TARIFF

The Tampa cigar manufacturers have opened a fight on the tobacco amendment to the tariff bill which they claim virtually would kill their industry. A proposal to increase the duty on wrapper tobacco by forty cents a pound was defeated, and then it was found that the bill, as tentatively approved by the Senate Finance Committee, virtually would double the duty on mixed leaf imported.

Nearly all tobacco imported into Tampa comes in as mixed bales, filler and wrapper. The clear Havana factories of Tampa use nothing but Havana tobacco, of which every pound is dutiable.

While wrapper tobacco in general is imported from several countries, filler is brought in from Cuba only.

GLADLY PAYS $5 FOR SMOKE

When J. D. McKee, son of J. W. McKee, foreman of the Cucamonga Water Company, in Cucamonga Canyon, California, was assessed a $5 fine for smoking in the restricted area of the Canyon, Mr. McKee declared it was worth it.

According to H. F. Burbank, deputy forest ranger, McKee was standing knee deep in the waters of Cucamonga Creek, smoking a cigarette. He did this, he told the officer, as a precautionary measure against starting a forest fire. Judge George R. Crane said the precaution was worthy of commendation, but the smoke was worth $5.

UNITED STORES PLAN OPERATIVE

The recently announced plan for the exchange of stocks of the United Cigar Stores, Tobacco Products Corporation and the Union Tobacco Company for stock in the recently organized United Stores Corporation has been declared operative, sufficient stocks in the aforementioned companies having been deposited.

WOMEN BOOST CIGARETTE CONSUMPTION

According to the United States Department of Commerce, women smokers aided materially in bringing the per capita consumption of cigarettes in the United States from 820 in 1927 to 856 for last year.

102,765,000,000 cigarettes were consumed last year —the greatest consumption of any country. Use of cigarettes has more than doubled in the last decade.

DAVE MORRIS TO RETURN OCTOBER 1ST

DAVID F. MORRIS, associated with C. A. Bond in the Philippine Tobacco Agency, at 15 William Street, New York City, is expected to return to New York City headquarters about October 1st. Mr. Morris left New York City about nine months ago and has been visiting distributors of Manila cigars in the West, South and Southwest, as far as the Pacific Coast.

Mr. Morris was last heard from in the Northwest, where he was calling on the trade in Portland, Tacoma, Seattle, and Spokane.

He reports demand for stabilized Manila brands has increased at many points, and jobbers and consumers are highly pleased with the high quality cigar now being received in this country from the Philippines.

OUTLOOK FOR TURKISH CROP GOOD

Turkish tobacco crop reports are encouraging, states American Vice Consul Raymond A. Hare, in a report released by the Tobacco Section of the Department of Commerce. As far as can be learned, the actual amount of the 1929 crop will be considerably less than last year, but as planting has been restricted principally to those districts producing the better grades, it will be of a better quality. This should go far to put the local tobacco market on a more solid basis than it has been for the past few years during which time large quantities of low-grade tobacco were produced.

As a result of over-production of lower-grade types for which foreign buyers could not be found, the local tobacco market became clogged with useless stock and the whole local tobacco trade was placed in a serious condition. The situation has largely been relieved during the last few months, however, as a result of sales to certain foreign buyers and the Turkish Tobacco Monopoly, and with a good crop of quality tobacco this year the evil effects of previous over-production should be dispelled.

ARGENTINA ATTEMPTS TO GROW UNITED STATES VARIETIES OF TOBACCO

The Tobacco Division of the Argentina Department of Agriculture has published notices to the effect that it will gratuitously distribute tobacco plants among any of the Argentine farmers who ask for them, according to information received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner Charles F. Stephenson. The purpose is to strategically distribute varieties of tobacco plants in the zones which are most likely to show results and thus increase the local production of tobacco. Experiments carried out by the Tobacco Division seem to indicate that certain provinces can profitably cultivate the dark tobaccos of Kentucky, as well as Hickory Pryor and the Cuban varieties.

The plants to be transplanted have been selected from the highest quality seeds.

Agriculturists interested in obtaining these young plants must inform the Department of Agriculture the area they intend to cultivate with tobacco and the types thereof.

SUN-TANNED

The Florida *Times-Union* observes that some men demonstrate that they have grit. This summer the women have been demonstrating that they have backbone.

CIGARETTE BOOTLEGGING FEARED IN OHIO

FOLLOWING a decrease in the number of cigarette licenses issued in Cuyahoga County, Ohio, this year as compared with the number of licenses issued last year, County Treasurer Alex Bernstein has asked Chief of Police Jacob Graul, to investigate the possibility of bootlegging in cigarettes in that county.

Bernstein made his request after his annual figures for 1929 revealed a shortage of five hundred licenses taken out in the county from the number taken out last year.

Last year fifteen wholesalers and 3639 retailers took out licenses, bringing in a total revenue of $215,797.60. In 1929 the treasurer's figures showed that but thirteen wholesalers and 3263 retailers took out licenses for a total revenue of $190,389.30. Bernstein requested that police precinct captains investigate the shortage, because the police department receives one-third of the total revenue.

ONTARIO GROWERS HARVEST FIRST TURKISH TOBACCO PRODUCED IN CANADA

Cutting of the Turkish tobacco grown on the fields of half a dozen farms near Leamington, Canada, began on July 22d, according to information received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner William P. Sargent, Jr. The crop is to be air-cured on a 100-acre test area.

Turkish leaf tobacco is used in Canada for blending in the manufacture of cigarettes, and is imported in vast quantities at the present time. Federal and provincial authorities expressed a great deal of interest in the first Canadian crop of the Turkish product.

Experts watching the harvesting of the first Turkish tobacco grown in Canada declare that the experiment is successful, but that experienced labor is needed. It is said that the soil and climate in the Leamington District of Ontario are favorable for the growth of Turkish cigarette tobacco in that region.

Experienced labor appears to be the chief problem of the six farmers making the experiment. The tobacco must be harvested before eight o'clock in the morning, and farmers are averse to getting out of bed at two o'clock in the morning to cut their crop. The method of curing the leaf is also complicated, and few men in Canada know how to harvest and cure so that the top quality will bring fancy prices.

BRITISH COMPANY OBTAINS EXCLUSIVE RIGHTS ON CIGARETTE PRODUCTION OF TURKISH MONOPOLY

It is reported from London that the Anglo-Scott Securities Company has secured from the Turkish Tobacco Monopoly the exclusive right to manufacture and sell Turkish Monopoly cigarettes, according to a statement appearing in various European periodicals and submitted to the Tobacco Section of the Department of Commerce by M. Thierstein, Office of the Commercial Attache in Berne. The English company now plans to develop a world-wide sales organization and to erect cigarette factories in all principal countries. To this end, advanced negotiations are under way to acquire suitable territory for factory sites in Switzerland, Germany, London and Egypt.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

LA PALINA SPECIALS

EVEN at 2 for 25¢ these cigars were a wonderful value. Now—with nothing changed but the price, they are easily the biggest dime's worth of cigar satisfaction ever offered.

Anticipate the tremendous demand for this fast selling size—and stock up **now!**

La Palina **"Specials"** are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

Now 10¢

PRESENT STATUS OF OUR FOREIGN LEAF TOBACCO MARKETS

EXPORTS of leaf tobacco from the United States during the first half of 1929 declined by 7 per cent., as compared with a similar period of 1928, and amounted to 223,000,000 pounds, according to an interpretation of official statistics by the Tobacco Section of the Department of Commerce. This fact does not constitute a discouraging outlook, however, since the tobacco export trade of 1928 was much inflated, owing to abnormal conditions in China.

The greatest drop in the trade of the current year was on the exports of Bright Flue-Cured tobaccos which decreased by 15 per cent., amounting to 136,000,000 pounds. Trade declines also characterized the exports of Burley, Dark-Fired Kentucky and Tennessee, One-Sucker and cigar leaf, but Dark Virginia, Maryland and Ohio Export, Green River and Africans showed material gains.

The continents of Europe and Asia contain most all of the important markets for American tobacco. Nearly 90 per cent. of the total exports were sold in these regions during the first half of the year, Europe taking 63.4 per cent. and Asia 26.3 per cent.

The persistent popularity of the cigarette has brought about a great change in the character of the United States foreign trade in tobacco. The European demand for the strong heavy types that enter into the manufacture of rat-tail cigars, pipe and chewing tobacco, has given away greatly, in favor of light Flue-Cured types. In fact, three-fifths of the leaf export trade during the first half of 1929 was in Bright Flue-Cured tobaccos and exports amounted to 136,000,000 pounds.

European Markets

The United Kingdom uses more American tobacco than any country in Europe, also more than any country in the world. While it ranks as the second important market for dark tobaccos, the cigarette types predominate on the British market. Exports of dark tobaccos to the United Kingdom during the first half of the year amounted to more than 7,000,000 pounds, a substantial gain over the previous year's trade. Moreover, the United Kingdom is using more American Bright Flue-Cured tobaccos now than ever, in spite of the fact that the production of this type in British Colonies has been tremendously increased during the last few years. Exports of bright tobacco to the United Kingdom during the first half of the year amounted to 60,000,000 pounds, compared with a total exportation to that country of 72,000,000 pounds.

The purchases of France during the first half of the year amounted to 26,000,000 pounds, which places that country ahead of China, and second in importance as a market for American leaf tobacco. France is the most important market for Dark-Fired Kentucky and Tennessee tobacco, but Maryland tobacco and also some Dark Virginias are found on French markets.

Asiatic Markets

The leading Asiatic market is China; in fact, China ranked second among the world markets for American leaf tobacco in 1928, but Chinese tobacco trade conditions for that year reflected an abnormal situation brought about by unusual tax conditions arising from the Chinese War. Great quantities of tobacco were rushed into China at the close of the year to avoid import duties that never really materialized. Stock accumulations naturally followed, and, although stocks have been materially reduced, latest estimates of the quantity on hand in China range around 20,000 hogsheads. Exports of leaf tobacco to China during the first half of 1929 amounted to little more than 25,000,000 pounds, a decrease of 53 per cent. over the quantity exported during a corresponding period of 1928. China buys cigarette tobacco almost exclusively.

Consistent declines also characterized the markets of Australia, Japan and British India. Owing, however, to the establishment of new cigarette factories in Java and Madura, the demand for cigarette tobacco showed greater strength than usual and these markets increased by 30.5 per cent. in a purchase of 9,545,000 pounds.

Other Markets

African markets for United States tobacco are expanding, and nearly 5 per cent. of the total leaf exports were sold in Africa during the first half of the year. British West Africa and French Africa are the only African markets of real importance, more than 5,000,000 pounds going to British West Africa and nearly 4,000,000 pounds to French Africa.

Aside from Canada, which has consumed 7,000,000 pounds of United States Flue-Cured during the current year, there are no really large markets for United States tobacco on either of the American continents.

W. C. T. U. RESENTS TEAROOM SMOKING

THE Philadelphia County W. C. T. U. met in its forty-fifth annual convention last Thursday at the Rehoboth Methodist Episcopal Church, and unanimously adopted a resolution urging that hotels, restaurants and tea rooms provide separate compartments for smoking and non-smoking patrons that they may "no longer compel customers to whom tobacco smoke is offensive and nauseating, to eat their food while inhaling air that is charged with hot, pungent smoke."

Another resolution commended Senator Smoot for his amendment to the Harrison Act putting tobacco products under the Food and Drug Act.

Four hundred ten delegates represented the twenty-six unions at the conference.

THE PRICE CUTTER'S WILES

The *Irish Tobacco Journal*, in commenting on the price-cutting situation across the Atlantic, which is evidently causing about the same amount of trouble over there that it is in this country, states: "Our friends in Great Britain are just as much perplexed in their efforts to deal effectively with the price-cutting evil as we in this country are. British manufacturers have devoted no little time and money in their efforts to trace these supplies and see that prices are properly maintained. Owing to mechanical difficulties there cannot be anything like a systematic marking of goods and special investigations are needed.

"When the offender is caught his name is promptly put on the "Stop" list for supplies. But when this stage is arrived at the price-cutter does not give up hope. With remarkable ingenuity he proceeds to discover indirect sources of supply and the trouble is that he generally is successful in his effort."

G. W. HELME DIVIDEND

George W. Helme & Company have declared the regular quarterly dividends of $1.25 on the common stock and $1.75 on the preferred stocks of the company. Both dividends are payable October 1st to stockholders of record September 10th.

News from Congress

(Continued from page 8)

The exports of chewing and smoking tobacco, amounting to $1,011,000 and $366,000, respectively, showed material gains from last year. The Philippine Islands, Canada, Newfoundland and Labrador have showed encouraging gains during the year in plug tobacco, but trade with Australia, New Zealand, and the United Kingdom, three of the principal markets, declined rather sharply; on smoking tobacco, however, these same markets reflected substantial gains. The United States has no foreign trade of importance in cigars.

New Tobacco Store Chain in Great Britain

An announcement has been made in the United Kingdom of the formation of a new tobacco chain store system, according to a report received in the Tobacco Section of the Department of Commerce from American Trade Commissioner James Somerville, Jr., quoting the London press.

In addition to acquiring a manufacturing business organized last year the new concern is to take over about 24 retail establishments in London and Bristol, with plans for acquiring still further shops in first-class trading centers in London and the leading provincial towns. The undertaking is said to have a share capital of £250,000 (about $1,215,000), of which some £175,000 (about $675,500) are offered for subscription at par, at the present time.

It is also stated that a contract has been entered into for the acquisition on a royalty basis of some 5000 automatic machines, with which it is expected to increase sales by something like sixty million cigarettes per annum.

U. S. Leads in Cigarette Consumption

The United States leads all other countries of the world in the consumption of cigarettes, consuming 102,765,000,000 cigarettes in 1928, a per capita consumption of 856, against a per capita consumption in 1927 of 820; according to figures just compiled by the tobacco division of the Department of Commerce. The greatest per capita consumption, however, belongs to Cuba, it being estimated that in 1927, the latest year for which statistics are available, that the per capita consumption amounted to 1432.

While there is no government census of tobacco production in Great Britain various members of the British tobacco trade have estimated the cigarette consumption of that country to be second to the United States, it was stated. Consumption of all tobacco products manufactured in the United Kingdom in 1927 totaled 138,150,127 pounds. During the same year, however, the United States cigarette factories alone consumed 290,464,000 pounds.

Germany and Japan are next in importance as cigarette consumers, with an annual consumption of 32,000,000,000 and 28,000,000,000, respectively. Czechoslovakia and Italy each report a consumption of about 10,000,000,000 annually.

July Employment Declines in Tobacco Industry

Employment in the cigar and cigarette and chewing and smoking tobacco and snuff industries declined

(Continued on Page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE TARIFF BILL

(Continued from Page 4)

would have spelled disaster to the industry, and the retention of the existing duty, the latter must naturally be welcome. But to say that the cigar industry is satisfied with the old rate would only be questioning the sincerity of the industry's earnest efforts to secure a reduction.

The trade is far from being satisfied with the retention of the old duty. Its earnest plea for a reduction has been supported by overwhelming testimony. And the logic and soundness of the arguments submitted, has been demonstrated by convincing and irrefutable facts; while the urgent need for such reduction as a means of affording real "Farm Relief" to the 50,000 dirt farmers raising binders and fillers, was testified to by farm leaders from all tobacco-growing states.

Thus, having made out such an overwhelmingly strong case in favor of a reduction, we must not lie down upon the theory that "a half a loaf is better than nothing" as long as there is a ray of hope for getting the whole loaf, which our case fully merits.

Surely, if the shade growers should insist upon reopening the question on the floor of the Senate by pressing their demand for an increase, as appears likely from the demand just published by the twelve (12) national farm organizations, the cigar trade, together with the 50,000 binder and filler farmers, would welcome the opportunity to press their demand for the 60-cent reduction.

We are, of course, closely watching the situation and will, from time to time, continue our usual practice of reporting any new developments.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GENERAL PIAZZI:—45,568. For all tobacco products. August 23, 1929. George Schlegel, Inc., New York, N. Y.

GLORIA DEL REY:—45,569. For cigars. August 15, 1929. J. V. Flanigan, New York, N. Y.

WISCONSIN CLUB HOUSE:—45,570. For cigars. August 26, 1929. Joe Kerns, Inc., Milwaukee, Wis.

BROKERS SPECIAL:—45,571. For cigars, cigarettes and tobacco. August 24, 1929. I. & I. Brokerage Co., Danville, Ill.

SMOCARETTS:—45,573. For all tobacco products. July 22, 1929. Wm. Applefield, Beverly Hills, Calif.

TRANSFERS

EL VICTOR CIGAR FACTORY:—21,230 (Tobacco World). For cigars. Registered December 12, 1910, by The El Victor Cigar Co., Jacksonville, Fla. Through mesne transfers acquired by F. N. Marx, Jacksonville, Fla., and re-transferred to Gonzalez & Sanchez Co., Jacksonville, Fla., July 13, 1929.

CALINA:—23,363 (Tobacco World). For cigars. Registered November 22, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to C. Fernandez Co., Milwaukee, Wis., August 26, 1929.

CUBITA:—23,222 (Tobacco World). For cigars. Registered October 25, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to C. Fernandez Co., Milwaukee, Wis., August 26, 1929.

News from Congress

(Continued from Page 17)

during July, but in the latter branches the decrease was much heavier, it is disclosed by figures just compiled by the bureau of labor statistics of the Department of Labor.

Reports to the department from 222 cigar and cigarette manufacturing establishments showed 54,409 persons employed during the month, against 54,784 in June, a decline of 0.7 per cent. Aggregate weekly payroll totals were $912,981, against $913,416, a drop of 0.1 per cent. As compared with July, 1928, however, employment increased 3.5 per cent. and payroll totals 4.2 per cent. The per capita earnings of workers in the industry were 0.7 per cent. above both the preceding month and July a year ago.

Returns from 27 chewing and smoking tobacco and snuff establishments gave 7880 as the number employed in July with aggregate weekly payroll totals amounting to $132,101, against 8272 employed in June with an aggregate weekly payroll total of $140,781, a drop of 4.7 per cent. in employment and a decrease of 6.2 per cent. in weekly payroll totals. As compared with July a year ago, employment fell off 4.3 per cent. and payroll totals 1.4 per cent., the per capita earnings of workers in the industry being 1.5 per cent. below June, but 3.2 per cent. above July, 1928.

New Leaf Tobacco Produced in the Philippines

The Philippine Bureau of Agriculture reports that after a series of repeated attempts to produce successfully the yellow or bright cigarette tobacco it has at last succeeded in producing a type which can be grown in Isabela Province, according to a report received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner Clarence P. Harper.

While the results of these experiments are encouraging, the bureau points out that this tobacco will require considerable care and attention, both in growing and curing, which will also increase the cost of production.

The United States furnishes practically all the cigarettes imported into the Philippine Islands, but it is well to note in this connection that the United States buys more than twice as much tobacco from the Philippine Islands as the Islands buy from the United States. Exports of cigarettes from the United States to the Philippine Islands during the calendar year 1928 amounted to $1,772,382, but during the same year, this country imported cigars alone from the Philippine Islands to the amount of $4,189,898. The total tobacco trade between the two countries in 1928 was as follows: Exports to the Philippine Islands, $2,089,104; imports from the Philippine Islands, $4,750,786.

Experiments on Tobacco Production in Australia Continue

Investigations into the possibilities of growing tobacco on an extended scale in Australia which have been going on for some months have not yet reached a stage to warrant any definite conclusions, states Marion Johnston, Office of the Consulate General, in a report released by the Tobacco Section of the Department of Commerce.

Progress reports of the experimental work vary in the different States. In Queensland the results of the small scale investigations seemed to justify an enlargement of the test, consequently additional areas were planted, two curing barns have been erected, and equipment purchased. Unfortunately the season over the area planted was abnormally wet, so little result was obtained. It was decided, however, that the work was to continue. In South Australia the average yield is low on account of exceptionally dry weather. In Western Australia the picking of the leaf is completed, and yields are said to be promising. The curing of the leaf from the variety tests conducted in Victoria is almost completed. One of the main troubles retarding the tobacco growing industry in Victoria is the presence of the blue mold disease, and one of the chief objects of the investigation is to find a means of its eradication. It is realized that progress cannot be made until this is done.

HEINRICH NEUBERGER FIRM TO LIQUIDATE

The old-established firm of Heinrich Neuberger, in New York City for thirty-six years, is to be liquidated and Mr. Neuberger will leave with his family for Europe some time this month, for a much needed rest.

The firm of Heinrich Neuberger, in Bremen, Germany, established fifty-five years ago, will be continued.

CHES. MYERS RETURNS FROM TRIP

Chester G. Myers, of the Leschey-Myers Cigar Box Company, Hanover, York and Philadelphia, Pa., has just returned from a two months' trip to Europe, and after viewing the many famous sights to be seen in that country, says he still believes wooden boxes are the best containers for cigars.

286.89 T5158

RECEIVED OCT 25

OCTOBER 1, 1929

VOLUME 49 No. 19

THE TOBACCO WORLD

SETTING A NEW STANDARD FOR QUALITY

Porto Rican Tobacco Proves Its Superiority

Stalking Porto Rican Tobacco

The fragrant, mild tobacco which has created for the Porto Rican Leaf a steadily increasing demand has, in this year's crop, attained its greatest excellence. Manufacturers have been quick to realize and respond to the public's appreciation of good, *mild* cigars and the proof of this response is demonstrated by the fact that the 1929 crop is *now almost completely sold out.*

Because Porto Rican tobacco is admitted duty free it permits the production of a better cigar at a lower consumer price. And due to intelligent supervision, efficient organization and highly skilled methods of cultivation, Porto Rican tobacco will not only again win acclaim for its quality but will actually surpass this year's outstanding record in winning new users.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

There is Safety in Numbers

If "four out of five" means Forhans—
If an "eight" rides smoother than a "four"—
If stropping gives a better shave because all barbers do it—
If "95% prefer Body by Fisher"—
In short, if numbers count at all—

Cigars packed in wooden boxes have always far outnumbered those packed all other ways put together. No form of presenting cigars to the consuming public has ever had so many features advantageous to both smoker and seller, as are possessed by wooden boxes.

Wooden boxes enhance the flavor of the cigars, improve their appearance, and keep them in the best condition. They are the easiest container to select from, best keep the cigars from damage, and present at a glance all the cigars' good qualities. Wooden boxes have the unmistakable approval of the greatest number of cigar smokers, as the ideal container for good cigars.

The best cigars
are packed in
WOODEN BOXES

Ever notice how few doctors smoke anything but cigars?

Volume 49 — **THE TOBACCO WORLD** — Number 19

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, OCTOBER 1, 1929 — Foreign $3.50

AMERICAN TOBACCO EARNINGS INCREASE

THE American Tobacco Company reports income account for the seven months ending July 31, 1929, as follows: Net earnings after expenses, depreciation and provision for Federal taxes, $15,627,289; premium on 6 per cent. gold bonds, less discount of 6 per cent. on gold bonds purchased and canceled, $835; interest on 6 per cent gold bonds, $8119; interest on 4 per cent. gold bonds, $20,469; net income, $15,597,866; preferred dividends, $1,580,991; common and common B dividends $7,811,668; surplus, $6,205,207; previous surplus $45,650,521; final surplus, $51,855,728.

The balance sheet as of July 31 1929, compares:

Assets—	July 31, '29	Dec. 31, '28
*Real est., mach., fix.	$ 12,331,986	$ 11,443,116
Invents.	90,393,441	91,385,292
Stks. and Bonds	31,560,114	32,256,374
Cash	4,331,294	17,033,608
Accts, rec.	20,061,948	10,531,639
Bills rec.	956,631	924,503
Prepaid ins., etc.	370,983	342,196
Amounts owned by Brands, tr mks., pats., gd. wl., etc.	54,099,430	54,099,430
Total	$217,360,944	$221,205,693
Liabilities—		
Preferred stock	$ 52,699,700	$ 52,699,700
Common stock	40,242,400	40,242,400
Common B stock	57,403,450	57,403,450
6% gold bonds	229,100	234,100
†4% gold bonds & remain.	877,250	877,250
Script. not pres. for redempt.	4,701	4,791
‡Div. ctfs.	6,233	6,233
Pfd. divs. pay	....	790,495
Accrd. int. 6% bonds	6,730	3,512
Accrd. int. 4% bonds	22,995	14,621
Accts. pay.	1,435,455	1,665,772
Bills pay.	4,500,000	8,000,000
Amts. owed to affil. cos.	79,723	6,170,845
Conting. tax prov., etc.	7,997,388	7,442,030
Surplus	51,855,728	45,650,521
Total	$217,360,944	$221,205,693

*Less reserve for depreciation and obsolescence. †And remaining 4% bonds Consolidated Tobacco Company not exchanged. ‡Convertible into common B stock March 1, 1923, and not yet presented for conversion.

LORILLARD STOCK INCREASE APPROVED

Stockholders of the P. Lorillard Company have approved a change in the capitalization of the company from 2,000,000 shares of $25 par value to 5,000,000 shares of no par value. They also approved the sale to employees of 150,000 shares at $20 a share.

MARTIN CIGAR COMPANY OPENS NEW STORE

THE Martin Cigar Company, of Davenport, Ia., on Saturday, September 7th, opened the latest addition to their chain of cigar stores and luncheonettes in Moline, Ill., making twenty-two stores now in their chain.

The new Martin Cigar Company establishment, in the LeClaire Theatre building, includes a beautiful new grill, two separate bowling rooms, a lunch room and cigar store, making the establishment one of the finest of its kind in the entire Middle West, and represents a heavy investment on the part of the company. George Martin stated that it demonstrates his belief in the "great future for Moline."

On entering the building one is faced with a modern cigar store and luncheonette. An innovation to Moline is the new grill room which is back of the cigar and lunch counters, where there are sixteen booths with a seating capacity for seventy-two persons. There is a large space in the center for dancing, and music is provided by an electrical producer.

There are two bowling rooms, the north one for the league games and the south one for commercial purposes. In the south room there are eight alleys and the north room has four alleys. Special courtesies will be afforded the women. There are rest rooms and lounging rooms for them, and from present schedules there will be many Moline women bowling this year.

MACHINERY CO. EARNINGS INCREASE

Increased use of machinery by cigar and cigarette manufacturers have more than doubled the earnings of the American Machine and Foundry Company during the first six months of this year as compared with the same period of 1928.

The International Cigar Machinery Company, a subsidiary of the American Machine and Foundry Company report orders on hand sufficient to keep the factory working to capacity until the end of 1930. Orders on hand are said to amount to approximately $5,000,000, including 984 automatic cigar machines and 102 foiling machines. The foiling machines are sold on a royalty basis.

DAVE MORRIS RETURNS

David F. Morris, who is associated with Charlie Bond in the Philippine Government Tobacco Agency in New York City, returned to his desk on September 20th after completing an extensive trip through the West and South.

Mr. Morris has been away on his tour since the first of the year and has visited every distributor of Manila cigars of importance in the entire western part of the United States as far as the Pacific Coast. He reports conditions as highly favorable in the Manila cigar line.

CONNECTICUT NEEDS NO OUTSIDE HELP

CONNECTICUT is able to care for her own. The plight of the tobacco grower hardly justifies the sudden rush to Washington for aid," writes E. Kent Hubbard, president of the Manufacturers' Association of Connecticut, Incorporated, concerning tobacco growers who lost crops in the September number of *Connecticut Industry*, magazine of the association.

Mr. Hubbard's editorial follows:

"In the late afternoon of August 1, parts of the Connecticut Valley were visited by a forceful demonstration of how wrathful the elements can be. Hail fell with the play of drum fire, and with an effect on the tobacco fields that was hardly less devastating. The promising crops of many farms were transformed in the course of a few minutes, into growths that were not worth the cost of harvesting.

"The plight of the stricken tobacco farmer becomes more than an individual problem in some cases. It may be a social or a community problem. Conceivably, it may be a problem requiring public aid. But severe as it is, it hardly justifies the sudden rush to Washington for aid.

"Federal aid and Federal encroachment on State autonomy are closely linked together. Seeking or accepting the former invites the latter. The iniquitous "dollar for dollar" bribe has blunted the sense of independent Statehood in many parts of the country. Connecticut has clung to her sovereignty and her independence with greater tenacity than most of her sisters. It is late in the day to relax.

"Connecticut is able to care for her own. Let us not abandon the example we have set up for years. Local self-government is too precious a thing to sacrifice for temporary succor."

CONTINENTAL BENEFITS BY CHANGES

According to the *Wall Street News*, the results of a radical change in the management, and the concentration of authority in a few hands, have been reflected in the marked improvement in the affairs of Continental Tobacco. That company is now moving rapidly toward heavily increased earnings, and has already made a good record in that direction.

Officials of the company informed some leading stockholders, including the largest holder of the common stock, that its earnings are now sixty-four per cent. above those of a year ago. This improvement has already been effective in causing a substantial advance in the A stock, which is entitled to eight per cent. dividends.

It is expected that the full amount to which they are entitled will be received by this class of stockholders later on and that the stock will return to its old level as a liberal, paying investment. According to those connected with the management, the B stock, while without prospects of dividend payments, will be helped to higher levels, and some of those who have been active recently in that issue are confident that it will double its present market price within a reasonable time.

BRITISH-AMERICAN CHAIRMAN A VISITOR

Sir Hugo Cunliffe-Owen, chairman of the board of directors of the British-American Tobacco Company, Limited, arrived in New York on September 20th for a three weeks' stay.

Sir Hugo will inspect the plant of the Brown & Williamson Tobacco Corporation, and other companies in which the British-American is interested while here.

SOMETHING TO THINK ABOUT

MR. JULIUS KLEIN, Assistant Secretary of Commerce, told the National Chain Store Association on Tuesday that the difficulties of independent retailers are due almost entirely to their own incompetence and not to competition.

Doctor Klein stated that "repeated analysis of failures and near failures among retailers in all parts of the country, bring out the fact that considerably less than 5 per cent. of the failures among independents last year were due to competition. On the other hand, incompetency is responsible for anywhere from 32 to 80 per cent. of the casualties in their ranks, dependent upon the locality and the trades involved."

RADIO TOBACCO ADVERTISING INCREASES

According to statistics furnished by Dorrance, Sullivan & Company, Incorporated, advertising agents, New York, cigars, cigarettes and tobacco, held fifth place in July in the amount of money spent in radio broadcast advertising.

In July, 1929, the amount of money spent in radio advertising was $102,461, while in July, 1928, it amounted to only $25,000. For the first seven months of 1929 the amount expended was $755,390, while for the same period of 1928 it amounted to only $105,000.

National magazine advertising of the tobacco industry for the first eight months of this year shows an increase of $40,000 over the same period of last year.

Business conditions in general, with few exceptions, show that the high level of activity that has prevailed all year continues. A study of production for the first eight months of the year, with August totals conservatively estimated, indicates that for thirty-six major industries, there has been an everage gain in output over the same period of 1928 of about 15 per cent.

Even the two summer months of July and August saw only a slight tapering of industry's output and commodity distribution.

GORMAN HEADS LEAF DEPT. OF A. C. CO.

It has been recently announced that P. H. Gorman, former vice-president of the niversal Leaf Tobacco former vice-president of the Universal Leaf Tobacco department of the American Cigar Company, to succeed Nathan Weiss, who resigned from that position a short time ago during readjustment of the organization. It is understood that this appointment will make it necessary for Mr. Gorman to resign his position with the Universal Leaf Tobacco Company.

Mr. Gorman has had wide experience in the selection of domestic leaf tobacco, which makes him particularly well adapted for the position with the American Cigar Company to which he has been appointed.

FORMER REYNOLDS SALESMAN NOW SENATOR

W. E. Brock, who has recently been appointed to the United States Senate to fill the vacancy caused by the death of Senator Tyson, from Tennessee, was for a number of years a traveling salesman for the R. J. Reynolds Tobacco Company.

Later on Mr. Brock was made sales manager for the entire southern territory, but resigned from the Reynolds Company in 1903 and started a candy factory in Chattanooga, Tenn., where his plant at the present time is one of the largest of its kind in the South.

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information

PHILADELPHIA.

SUN CIGAR COMPANY ROBBED

LAST week thieves forced a skylight in the rear of the Sun Cigar Company's store at 1306 West Columbia Avenue, and escaped with cigars and cigarettes valued at more than $700. It was the second time within two months that the establishment has been robbed.

According to police, the bars of a grating were bent so as to allow a boy to slide into the factory and open the door.

The robbery was discovered when the proprietors opened the store the next morning. Neighbors said that they had seen three negroes with large bags on their shoulders walking north on Thirteenth Street about 5 A. M.

J. B. WILLIAMS JOINS EISENLOHR

John B. Williams, who has been associated with the local distributing branch of the American Cigar Company for several years has severed his connection with that firm and joined the sales forces of Otto Eisenlohr and Bros., Incorporated, and will use his efforts in the future toward the promotion of the "Webster" cigar.

Mr. Williams was associated with the Eisenlohr firm several years ago, before the merger with the Webster Cigar Company.

FORUM SMOKE SHOP OPENS

A certificate of registration of persons doing business under other names has been filed in the Common Pleas Court here by Edward Perks, 4839 North Seventh Street, trading as the Forum Smoke Shop, at 5203½ Frankford Avenue.

WEBSTER-EISENLOHR DIVIDEND

Directors of Webster-Eisenlohr, Incorporated, declared the regular quarterly dividend of 1¾ per cent. a share on the preferred stock, payable October 1st to stockholders of record September 20th.

KRAMER RETURNS

Louis A. Kramer, of Bayuk Cigars, Incorporated, returned to this country last week on the "Ile de France" after spending several weeks in Europe seeing the sights.

NEWMAN ON WESTERN TRIP

A JOSEPH NEWMAN, sales manager for Bayuk Cigars, Incorporated, is on a trip through the Middle West, and as far south as Texas, visiting the distributors of Bayuk products in the important cities in that territory.

The slogan, "It's Ripe Tobacco," continues to win smokers and to keep the wheels at Ninth and Columbia Avenue spinning at top speed.

PHILADELPHIAN NAMED IN BARON WILL

When the will of the late Bernhard Baron, head of the cigarette manufacturing firm of Carreras, Limited, England, was made public it was discovered that Mrs. Edward Solomon, of Philadelphia, a niece of Mr. Baron, was bequeathed the sum of $15,000.

Other Americans named in the will are: Mrs. Charles Katz, Baltimore, $50,000; Mrs. Ott Sherry, of Baltimore, and Mrs. Lena Seigal, of Dallas, Tex., $25,000 each; Mrs. Charles Jaffe, and Mrs. Myrtle Rosenstein, $15,000 each. The estate amounted to approximately $25,000,000.

ANDRUSS ON WESTERN TRIP

Willus Andruss, general sales manager for the Congress Cigar Company, is at present on a trip through the Middle West visiting the distributors of "La Palina" cigars, and lining up orders and sales forces for the fall business. The holiday season is expected to be particularly good for the cigar business this year.

LANCASTER GROWERS DECLINE OFFERS

Independent buyers are going the rounds in the Lancaster tobacco growing sections buying fields of tobacco wherever possible as they stand. Some growers are reported to have declined offers of 22 cents for wrappers and five cents for filler. Some growers have reported having sold their crops, in some cases damaged by hail, for 16 and 17 cents.

BOWLING LEAGUE STARTS

The Cigar Manufacturers Bowling League opened the season on September 19th at the Hudson Recreation Center alleys, at Broad and Cherry Streets. There are eight teams in the league.

An Ancient Prejudice Has Been Removed

"toasting did it"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive acrids (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skilfully blended—"It's Toasted."

Toasting, the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

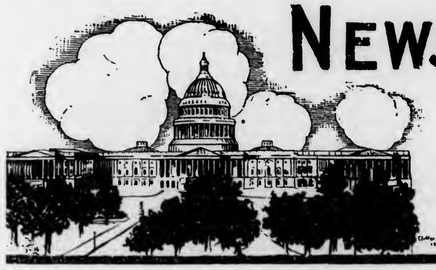
Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S *extra* secret process—removes harmful corrosive acrids (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and women.

"It's toasted"—the phrase that describes the *extra* "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 260°—maximum, 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

"It's toasted"

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday Night, over a coast-to-coast network of the N. B. C.

© 1929, The American Tobacco Co., Mfrs.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A TAX reduction that may run from $200,000,000 to $300,000,000, to be effective March 15, next, is practically assured at the next regular session of Congress, according to officials of the Treasury Department who have let it be known that receipts to date have been so high as to permit a further tax cut of the above proportions without endangering the Government finances.

Despite the probability of large appropriations by the coming Congress for cruisers, farm relief, the building program, flood relief and other important projects, Treasury officials stated, the present figures indicate that there will still be sufficient left to give the taxpayers the benefit of a reduction and yet keep the Treasury "out of the red."

In the near future Treasury experts will begin work on the December tax reduction program and if it is agreeable to Secretary Mellon it will go to the White House for Presidential approval. Both the President and Mr. Mellon are anxious to give the taxpayers relief provided sufficient income is assured to keep the Government away from a deficit.

No details of the program have yet been worked out, but on the basis of present figures, showing the calendar year collection of income and corporation taxes to date running over $1,900,578,000, an increase of $271,000,000 over last year, and the fiscal year collection to September 21 running to $583,000,000, a gain of $101,000,000, experts of the department took the position that a reduction of substantial proportions is assured.

Beneficiaries of the new tax reduction have not yet been determined, but there is a possibility that both corporations and individuals, big and small, may obtain relief. It is believed that special consideration will be given to reduction of the assessments against earned incomes.

Chain Store Investigation Most Extensive Survey Undertaken

Nearly 100,000 questionnaires will be sent to wholesalers, retailers and chain store operators by the Federal Trade Commission during the course of its inquiry into the chain store system of marketing and distribution, it is disclosed by information secured from the Commission. The chain store investigation, it is said by officials of the organization, has developed into one of the most extensive surveys the Commission has ever undertaken.

It is anticipated that before the inquiry is closed, 12,000 wholesalers, 7500 chain store operators and some 80,000 retailers will have been questioned regarding their activities, and the effect upon wholesalers and retailers of the chain store method of merchandising. The inquiry, it has developed, also will explore the more recent field of associated stores, a plan of operation devised to bring independent merchants into voluntary chains for cooperative buying with a view to meeting the price competition of the chain stores. It is believed that at the present time there are some 50,000 stores throughout the country associated in this way.

The inquiry which has been undertaken by the Commission, and which was initiated in conformity with a Senate resolution, will require a period of many months, it is stated.

Senator Simmons Attacks Tariff Bill

Citing nine specific reasons why the Hawley-Smoot tariff bill will confer no benefits upon either farmer or consumer, Senator Simmons, of North Carolina, ranking Democratic member of the Senate Finance Committee, on September 12 fired the opening gun of the Democrats' attack on the legislation.

The bill as it now stands, the Senator declared, contains many rates and increases upon agricultural products that are useless and ineffective; is replete with exorbitant rates on articles which farmers buy; contains numerous instances of higher rates on articles used by the masses than on articles of identical use but purchased principally by persons of wealth or of more than average means; does not conform to President Hoover's request for increases on industrial products only when there has been a slackening of employment due to imports, increases in many cases having been granted to industries which have been very prosperous under the present tariff; is full of inconsistencies and unfair discriminations; increases rates on many articles even though the imports under the present tariff have been negligible; encourages inefficiency by many of its increases in rates; imperils our trade with European countries, and, by its liberalization of the flexible provisions, greatly expands the latitude allowed the President in the imposition of additional duties.

Wastes in Retail Stores

Six major wastes in the conduct of a retail store have been shown by a survey recently completed by a Middle West trade association, the results of which have just been reported to the domestic commerce division of the Department of Commerce.

These wastes, the investigation showed, are in space, capital, sales, salaries, advertising credit and administration, and are summarized as follows:

(Continued on Page 12)

I'll back P.A. against them all

I SAW P.A. come into the picture some nineteen years ago. I saw it nose out the leading brands of the day. With steady gait, it showed a clean pair of heels to the field. I know and you know that it has maintained its lead ever since. And you and I know *why!*

The minute you open the tidy red tin and let that fragrance fill the air, you're ready to cheer for P.A. Then you load up and light up. . . . Cool as a judge deciding the winner. Sweet as a blue ribbon for your favorite. Mild and mellow and long-burning.

No wonder more P.A. is smoked than any other brand. No wonder Prince Albert counts its friends by the million. If you don't know all this by personal experience, it's high time you found out. Get going today with good old P.A. That's *my* tip, Gentlemen.

More for your money in every way — TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 UP

CALENDAR REFORM

APROPOS to the movement which is being given much publicity at this time, and due to the fact that some action is sure to be taken on this question in the near future, we publish the following communication from the Chamber of Commerce of the United States in reference to the proposed calendar reform, for the information of our readers:

Business men's organizations throughout the country are about to begin voting through a national referendum on recommendation looking towards reform of the calendar. The referendum will be conducted by the Chamber of Commerce of the United States among its more than 1600 member organizations.

The proposals for calendar reform come from a special committee of the Chamber, accompanied by a minority report advocating continuance of the present calendar.

The recommendations of the committee are three in number, as follows:

That the present calendar should be so changed as to bring about a greater comparability in business records for periods within a year and for periods from year to year.

That the form which changes in the calendar should take should be determined through international conference.

That the Government of the United States should participate in an international conference to determine the form of changes to be made in the calendar.

The subject of calendar reform has been agitated for a number of years both here and abroad. The League of Nations, the International Chamber of Commerce and the International Astronomical Union are among the organizations which have given it study.

The report of the Chamber's committee emphasizes especially inconveniences in business accounting arising from the fact that months, quarters and half years are of unequal length, quoting at length from a report made to the League of Nations by a special committee.

The committee reporting to the League of Nations went over about 200 plans for changing the calendar and recommended that attention should be centered on three fundamental questions:

1. Should the divisions of the year in the present calendar be so changed that there will be greater uniformity in length and consequently better comparability?
2. Should the weeks be fixed in their relation to the divisions of the year in which they occur?
3. How should the form of the changes be determined?

The Chamber's committee, in proposing calendar reform, itself puts forward no specific plan. In its report it says that a difference of opinion developed among majority members as to what particular divisions of the year should be made equal. Plans of one kind undertake to make the year's quarters of equal length, with the same number of week days in each month. The best known plan of the other type contemplates months of equal length, with the weeks fixed in each month, with the consequence that the number of week days would be the same in all months and a date within the month always would fall upon the same day of the week. Both types of plans provide calendars of 364 days and would utilize a "blank" day to fill out the ordinary year, with two "blank" days for leap year.

Majority members of the Chamber's committee developed individual preferences respecting a twelve-month plan and a thirteen-month plan, with the thirteen-month plan receiving most favor.

The problem attending the wide variance year by year in Easter dates received the attention of the Chamber's committee, which pointed out the inconvenience of the present arrangement.

The committee's minority members frankly oppose any calendar changes. In their separate report they say:

"Generally speaking, the civilized world does now possess, or is rapidly coming to possess, a calendar enjoying substantial uniformity. The infliction of a new calendar having radical departures from the present, or attempting to improve it, would mean annoyance to millions of people, would bring great discomfiture to great sects which view the present calendar with religious loyalty, and would offer nothing of substantial value to any single business which that business cannot enjoy now, if it will.

"The daily use of the calendar vitally concerns the intimate habits and views of vast millions of people in this country. The proposal to agitate a reform in the calendar as presented has no popular backing worth mentioning. It comes to this Chamber with the studied support of but few people. A large group has been circularized and, as often happens with catchy ideas, a great many people, many of them of business prominence, are giving this proposal their endorsement, without deep thinking. We have not learned that these people are giving else but lip service towards the furtherance of the idea, though apparently a considerable sum of money is being spent to launch it.

"However, enthusiastic the proponents of the proposed change may seem to be, general business has little interest. Those who wish to use a system of accounting other than that based upon the present months are now doing so. Business, as such, should be careful not to intrude upon matters peculiarly of private concern as well as being interwoven with custom of long standing, unless a change is of transcending importance to business itself. The Chamber of Commerce can well avoid taking any step to commit itself in this matter."

News from Congress

(Continued from page 8)

Goods that occupy valuable space must produce sales and income to pay the rent of the space used.

Goods that stay and stay must be "cleared" to provide capital and space for goods that sell.

Each sales person must sell in proportion to salary received and his sales efforts must be used on profitable merchandise.

Advertising dollars must be spent to make sales of profitable goods or goods that bring people to the store to buy other goods.

Credit must be extended only to those who deserve it and collections must be made according to the terms granted.

The management of the business must eliminate the waste of misdirected executive effort and focus on the vital problems of merchandising.

Radical Changes in Census of Manufactures

Radical changes in methods of taking the census of manufactures may develop from the activities of the Advisory Committee appointed by Secretary of Commerce Lamont to draft recommendations for schedules, etc., for the census of manufactures which is to be made next year.

Recommendations as to the inquiries to be made in the manufactures schedule have been definitely worked out and the committee is now extending its activities so as to make a study of the entire census field, with a view to developing information regarding such subjects as the industries properly to be covered, the limit which should be drawn as to the minimum size of the establishments to be canvassed, the areas for which statistics should be shown separately, the method of classification of industries, etc.

One of the most important questions now being considered by the committee, it is pointed out by Secretary Lamont, is the determination of how often the Census Bureau should collect general statistics of manufacturing industries. "The present practice is to canvass all factories every other year," he explained. "These biennial censuses, while in some respects less complete than the canvasses which prior to 1919 were conducted once in five years, are in some other respects even more detailed and the volume of the work involved in the aggregate is very large.

"The question has been raised whether it might be preferable to substitute for this system of biennial censuses a dual system, with a simplified annual canvass of the factories and a more elaborate inquiry either once in five years or once in ten years. It has been suggested that there are certain aspects of business, especially quantity and value of output and number employed, concerning which a continuous record is essential, with the results published very promptly at the close of each year, but that on the other hand there are aspects which are less subject to sudden changes and as to which the broad trends can be sufficiently shown by data at intervals of a number of years."

Profits of Industries to Be Studied

Profits of industries affected by the pending tariff legislation are to be studied by the Senate during the course of its debate on the measure, as a result of the adoption of a resolution calling upon the Secretary of the Treasury to report upon the profits or losses, costs of production, etc., of taxpayers whose business will be affected by the tariff.

Adoption of the resolution was prompted by charges that many of the industries which have been successful in having increased rates written into the bill are, in fact, in no need of additional protection but have been experiencing great prosperity under the present tariff.

Many Rules Adopted by Industries

More than 300 rules covering business procedure have been adopted by industries which have held trade practice conferences under the auspices of the Federal Trade Commission, and in less than a dozen cases has the commission found it necessary to exert its power in enforcing the rules, it is declared by officials of that organization in announcing the publication of a pamphlet dealing with the trade practice conference, what it is and what it is doing for American industry.

Nearly seventy industries have held trade practice conferences under the supervision of the commission, it is stated, and each has adopted a set of business principles for elimination of unfair methods of competition before it became necessary for the Government to act. Rules adopted by fifty-six of these industries have been favorably passed on by the commission.

While trade associations, institutes, chambers of commerce and other business organizations are adopting the principle of self-regulation of trade abuses by industry, it is explained by the commission, it remains for the trade practice conference procedure to supply an element heretofore lacking, namely, some measure of enforcement.

"Leaders of an industry realize that certain members practice methods of competition entirely unfair to a majority of members," it is explained, "and, rather than ask the commission to go to the time and expense of proceeding against each individual offender, request a trade practice conference at which rules of business practice are adopted and agreed to by the industry. The rules are submitted to the commission for action and those approved are declared to be in effect and thenceforth carry the sanction of the law."

NEW "MURAD" ADVERTISING

THE P. Lorillard Company is carrying on a direct mail advertising campaign on their "Murad" cigarettes, calling attention to the cardboard box which preserves the cigarette, and to the oval shape of the cigarette which contains more tobacco and creates a better draught. Attention is also directed to the pleasing aroma of the cigarette, which is accounted for by the use of old-fashioned Turkish tobacco.

A new slogan is contained in the letter, which is: "Murads tickle the smoker without tickling the throat."

SALDANA RETAINED AS P. R. AGENT

The many friends of Marco T. Saldana, chief agent of the Porto Rican Government Tobacco Guarantee Agency in New York City, were gratified to learn that one of the first acts of the recently appointed Commission for the Protection of Porto Rican Tobacco was to announce that Mr. Saldana was reappointed as chief agent of the agency and that the personnel of the agency would be retained intact.

AUGUST CIGAR PRODUCTION SHOWS SLIGHT DECREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1929, and are issued by the Bureau. (Figures for August, 1929, are subject to revision until published in the annual report):

Products		—*August*—	
Cigars (large)		*1928*	*1929*
Class A	No.	318,770,075	337,280,665
Class B	No.	60,918,970	50,447,117
Class C	No.	207,281,908	196,588,498
Class D	No.	12,916,218	12,683,736
Class E	No.	1,990,096	1,582,704
Total		601,877,267	598,582,720
Cigars (small)	No.	43,051,507	36,376,987
Cigarettes (large)	No.	959,582	597,389
Cigarettes (small)	No.	10,627,344,427	10,930,628,890
Snuff, man'd.	Lbs.	3,433,014	3,338,156
Tobacco, man'd.	Lbs.	31,547,877	31,131,893

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the August Statement of Tax-Paid Products

Products		—*August*—	
Cigars (large)		*1928*	*1929*
Class A	No.	12,987,200	11,049,150
Class B	No.	812,000	398,350
Class C	No.	1,901,450	659,400
Class D	No.	1,000	4,000
Class E	No.	.....	22,500
Total		15,701,650	12,133,400
Cigars (small)	No.	2,000,000	.....
Cigarettes (large)	No.	304,000	350,000
Cigarettes (small)	No.	31,400	55,000

Tax-paid products from the Philippine Islands:

Products		—*August*—	
Cigars (large)		*1928*	*1929*
Class A	No.	18,809,125	13,931,390
Class B	No.	260,460	236,700
Class C	No.	58,818	53,560
Class D	No.	310	....
Class E	No.	500	1,250
Total		19,129,213	14,222,900
Cigarettes (small)	No.	30,640	439,200
Tobacco, man'd.	Lbs.	110	168

Note.—Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Statement of Internal Revenue Collections

Objects of Taxation.	*First Two Months —Fiscal Year—*	
Tobacco manufactures:	*1929*	*1930*
Cigars	$4,036,202.67	$4,028,096.86
Cigarettes	61,066,963.49	64,977,374.67
Snuff	1,126,617.97	1,117,459.94
Tobacco, chewing and smoking	10,598,654.33	10,973,549.19

MURIEL

CIGARS

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

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DEALERS STOCK MANY BRANDS

ACCORDING to an analysis recently made by the *Minneapolis Journal*, with a view to convincing dealers that they make a mistake in duplicating brands, it was found that out of twenty-eight brands of cigarettes on the market, 57.61 per cent. of the people all bought the same brand; 25.65 per cent. bought another brand, and 7.87 per cent. bought a third brand; leaving only 8.87 per cent. of the purchasers to buy all of the other twenty-five brands.

With cigars; out of 234 brands, 41.06 per cent. bought one brand; 10.31 per cent. bought another brand, and 9.15 per cent. bought the third brand; leaving 39.48 per cent. to buy the other 231 brands.

With pipe tobacco; out of sixty-eight brands, 29.77 per cent. bought one brand; 13.04 per cent. bought another brand, and 11.01 per cent. bought a third brand; leaving 46.18 per cent. to buy the other sixty-five brands.

You may draw your own conclusions as to the ultimate answer.

TOBACCO PRODUCTION AND TRADE IN FRANCE, 1928

According to preliminary data issued by the French Tobacco Monopoly and submitted to the Tobacco Section of the Department of Commerce by Pierre Dageville, Office of the Commercial Attache in Paris, the tobacco crop in France during 1928 was almost cut in half compared with the previous year's production. The 1928 crop is estimated to have been only 33,016,500 pounds harvested from 31,822 acres and valued at $4,614,200.

The first drawback was experienced in delayed sowing of the seed beds owing to a cold, late spring. A drought in April delayed the germination of the seeds and this was followed by other droughts at transplanting time, hail in August, and a frost early in September. (See T. M. C. A. No. 175.)

Production costs in France are not available as most of the tobacco is grown on small farms exclusively operated by the farmer and his family and no record is kept of the hours of labor devoted to the crop. Seeds are delivered to the growers by the monopoly free of charge.

Prices paid by the monopoly to the growers vary from nine cents to fourteen cents per pound; in 1928, French farmers received an average price of 770.11 francs per quintal, or 13.7 cents per pound.

Trade

The exports of French leaf tobacco are practically negligible, amounting in 1928 to only 510,000 pounds, There is a small export trade in tobacco products, amounting in 1928 to 2,956,100 cigars, 146,165 pounds of cigarettes and 1,208,782 pounds of rolled and other tobacco.

The import trade in leaf is important as France does not meet her factory requirements by domestic production. Leaf imports in 1928 amounted to 67,756,000 pounds, a quantity considerably below the normal. This fact added to a short crop in 1928 should make for a rather strong demand in foreign and colonial tobaccos on French markets during 1929 and 1930.

The United States furnishes most of the leaf imported into France although the competition between Algerian tobaccos and Maryland types is growing stronger each year. Imports of leaf from the United States in 1928 amounted to 26,904,000 pounds or 40 per cent. of the total leaf imports as compared with 21,093,000 pounds, or 31 per cent. of the total, imported from Algeria.

SOUTH CAROLINA GROWS TURKISH TOBACCO

A PLANTER in South Carolina has raised a crop of Turkish tobacco, an experiment heretofore untried on a large scale.

Recently he cured his second crop of the Turkish week, averaging a yield of about 1000 pounds an acre. He is reported to have sold his crop to a New York manufacturer of Turkish cigarettes for sixty-five cents a pound; about forty-five cents a pound above the average price for American tobacco.

HUMIDITY CLOSES TAMPA FACTORIES

Exceptionally heavy rainfall in the early part of September caused several Tampa cigar factories to suspend operations for a day or more due to the excessive humidity, and if it had not been for the heavy orders on hand for the fall and holiday season, it is probable the factories would have remained closed for a longer period.

Tampa climate is peculiarly adapted to the manufacture of cigars under normal conditions, but excessive rainfall makes it advisable to suspend operations for a short period.

J. C. STONE QUIZZED ON DEAL

James C. Stone, of Kentucky, vice-chairman of the Farm Board, stated before the Senate Agricultural Committee last week, that in his opinion the Farm Relief Act, intelligently administered to develop a comprehensive co-operative marketing system, will prove a boon to farmers.

Stone, who represents tobacco on the board, answered an avalanche of questions designed to elicit information on his ability.

A programme to "prosperize" tobacco was said by the witness to be in progress of formation, with discussions already started on the possibility of setting up an advisory council for this commodity.

The only flurry during Stone's examination was provided by Senator Brookhart, Republican, Iowa, who read from testimony presented by John L. Buckley, once a business partner of Stone, in the Sapiro-Ford libel case dealing with a transaction with the Burley Tobacco Growers Co-operative Association, of which Stone was president until appointed to the Farm Board.

The testimony as read, said Stone went into the Burley Association for private gain and specified that he sold some warehouse property which he had purchased for $165,000 in 1916, to the association for $225,000 in 1921.

Stone told the committee the association was in need of warehouses and that he had disposed of it as a purely business proposition. He said the property was appraised by officials of the association at $282,000 but that he offered it to the agency for $250,000 and subsequently cut the price down to $225,000.

CIGARS MADE OF POWDER

A patent has been granted by the U. S. Patent Office at Washington to Werner Thiele, of Oranienbaum, near Dessau, Germany, covering the method of manufacturing cigars which consists of suspending tobacco powder in a liquid containing a combustible binding agent and applying the resulting pasty mixture to the core of cigars.

U. S. TOBACCO OUTLOOK DECLINES

ACCORDING to the Federal-State Crop Reporting Service, Department of Agriculture, Harrisburg, Pa., the United States tobacco outlook declined 57,000,000 pounds during August. The reductions were heaviest in Kentucky, North Carolina, Wisconsin, Pennsylvania and Connecticut. Prospects, however, are still 84,000,000 pounds in excess of last year's harvest.

In Pennsylvania the tobacco needs rain. Hail stripped some fields in Lebanon and Lancaster Counties. Cutting is under way, and the condition of the crop is the lowest since 1913. Many Lancaster County crops are reported sold while still in the field.

The unusually dry weather caused the condition of most crops to decline during August to the lowest point for the season in many years.

The drought began early in July. The deficiency in rainfall during August was general throughout the State, the shortage averaging almost one and one-half inches. In many counties, especially the central, the situation is, in the memory of some of the oldest residents, the worst known. Wells and springs are going dry and streams are exceptionally low. Many farmers are hauling water for their stock; others are digging wells. Local showers relieved the situation temporarily in a few localities, but frequently accompanying hail and wind did much harm.

The outlook for Pennsylvania tobacco declined approximately 5,500,000 pounds during August.

In other parts of the country, the fire-cured types appear to have more body and better quality than the 1928 crop. Heavy increases in acreage were made in all dark-fired types. The August drought in central Kentucky caused the low condition of 61 for Burley, for which the production forecast has been cut approximately thirty-seven million pounds. Decline in prospects in Connecticut and in Wisconsin amounted roughly to 4,000,000 pounds.

W. C. T. U. TO EDUCATE THE YOUNG

Mrs. Ella A. Boole, national president of the Women's Christian Temperance Union, stated at a meeting of the executive committee in Indianapolis, just prior to the opening of the national convention, that the purpose of the Union is abolition of intoxicants, not tobacco.

No organization can succeed with more than one purpose, she said.

She also asserted that the only way in which the W. C. T. U. would attempt to curb the use of tobacco would be by education of the young.

"I don't believe any one can object to that," she said. "I don't believe that those who use tobacco really wish their children to use it, and education may prevent its spread."

THE LADY AND THE CIGAR

A writer in the *Daily Mail* says: "I had not until the night before last seen a woman smoking a cigar in a restaurant. She did so a little ostentatiously, but nobody seemed much impressed. She seemed to enjoy it, though I noticed that she drank at least three cups of coffee. I wonder how modern she thought she was being. After all, George Sand smoked cigars regularly well over half a century ago. It just shows the appalling difficulty of being a pioneer."

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

SPECIALS

BECAUSE La Palina sells over a million cigars a day—economies have been effected which allow the "Special"—a genuine 2 for 25¢ cigar—to be priced at 10¢.

Smokers who appreciate unusual cigar quality—and merchants who are looking for unusual cigar profits will welcome this outstanding value.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

Now 10¢

LA PALINA

WAR ON BANKRUPTCY CRIME DRIVES CROOKS TO COVER, SAYS CREDIT MEN'S HEAD

THE vigorous war on bankruptcy crime being waged by organized business throughout the country is appreciably reducing the number of dishonest business failures, according to Stephen I. Miller, executive manager of the National Association of Credit Men.

Doctor Miller said that this form of commercial thievery has been decreased by nearly one-third since 1925, when manufacturers, wholesalers, jobbers and bankers put a nation-wide business police force into the field to combat it.

He said that the number of suspicious bankruptcies reported to the association for investigation has dropped off steadily, year by year for the past three years, indicating that the punitive efforts of the credit men are being felt strongly.

"The deterrent effects of credit protection work, produced by sentencing hundreds of business crooks to prison, is serving to keep business clean by instilling fear of punishment in potential wrong-doers," he said.

"It is not necessary to put all dishonest business men in prison in order to wipe out commercial crime. I believe that every time a bankruptcy crook is sent to prison with a substantial sentence, a dozen other frauds are prevented."

He said that the credit men's staff of counsel, accountants and investigators up to March 1 had exposed credit frauds in which 637 crooks have been convicted, that 619 indictments were awaiting court action, and that 932 cases which had not reached the indictment stage were under active investigation.

Although the number of dishonest business failures is found to be decreasing in the face of strong opposition by organized business, Dr. Miller said that the need for continuing the credit protection movement is stronger than it was four years ago, when business men and bankers raised a $1,400,000 fund with which to finance the war against the credit crook.

"The economic necessity for manufacturers, wholesalers and jobbers to expand their sales and credit policies, because of growing competition, would make business exceedingly vulnerable to bankruptcy fraud if credit protection were withdrawn," he said.

"It is reasonable to suppose that the present era of easy credit would lead to a redoubled outbreak of bankruptcy fraud, particularly among professional crooks, if the opportunity presented itself."

He pointed out that the crime of fraudulent bankruptcy, which entails the concealment of assets by dishonest merchants, is a far-reaching economic evil that affects not only the manufacturer, wholesaler or jobber directly defrauded, but also the honest merchant and the consuming public.

"The honest retail merchant," Dr. Miller said, "is severely handicapped by large quantities of bankruptcy merchandise thrown on the market in direct competition with his own goods, which he has bought for 100 cents on the dollar wholesale value.

"The depredations of the bankruptcy criminal affect the consumer because manufacturers and wholesale houses defrauded by the crook must raise their prices in order to compensate themselves for their losses."

SIMMONS DECLARES NORTH CAROLINA PRICES BELOW PRODUCTION COST

Washington, D. C., Sept. 18, 1929.

THE low price being paid for tobacco on the North Carolina markets since the season opened has been and is a matter of great concern to Senator Simmons. Reports received by the Senator show that the price being paid for tobacco, particularly in Eastern North Carolina, is much less than the cost of production—and this notwithstanding the good quality of the tobacco, the relatively small crop, and the fact that the tobacco buyers and manufacturers are and have been enjoying during the past few years probably the greatest prosperity and the largest profits in their history. The reports that the Senator has received reflect a condition almost of despair among the tobacco growers of Eastern Carolina.

During the past several days, Senator Simmons has had a number of conferences with administrative officials of the Government, at which he has discussed with them the possibilities of emergency action. On yesterday afternoon, the Senator had an extended conference with Mr. Stone, member of the Federal Farm Board particularly representing the tobacco growers; and this morning at 10:30 o'clock the North Carolina Senator discussed the matter at some length with President Hoover at the White House.

In the conference between Senator Simmons and Mr. Stone, of the Federal Farm Board, the possibilities of some emergency action under the existing law were discussed, but it seems doubtful whether anything can be effected, under the Federal Farm Board Act, in time to save the present crop now just going to market from being taken from the farmer without adequate compensation. Senator Simmons told Mr. Stone that if any additional or emergency legislation could be suggested that would enable the Federal Farm Board to act instantly and with vigor, he felt sure that such emergency legislation could be put through Congress without delay.

In that conference the suggestion was made that Senators from the Southeastern States, where the tobacco crop is being taken from the farmers without the payment of anything resembling fair prices, might interest themselves in procuring a meeting and conference between the heads of the principal tobacco companies who have buyers on our markets with representatives of the growers of tobacco, and that out of such a conference, backed by public opinion and manifest fairness and justice, there might come results that would prevent the sacrifice of the tobacco crop that is now going on the market. The opinion was expressed that if the responsible heads of the tobacco companies could be made to understand fully the way in which the tobacco growers of North Carolina and other Southern States are being mistreated, and the deep feeling of indignation on the part of our people with reference to the subejct, they might take action that would result immediately in the payment of better prices for the farmers' tobacco. Senator Simmons told Mr. Stone that he had no doubt that the Senators from the Southern States would be quite willing to initiate such a conference, if requested to do so by the tobacco growers of the States or any committees chosen by the growers to represent them.

In the conference with President Hoover this morning, Senator Simmons portrayed fully and at length the conditions that the tobacco farmers in Eastern North Carolina are facing right now, and he urged the view

(Continued on Page 18)

RECORD PROFITS ANTICIPATED

AN ITEM in a recent issue of the *New York Journal* forecasts record earnings for the large companies engaged in the tobacco industry in the United States for the year 1929, and states the cigar and cigarette business is very good, and while earnings figures of a number of the big American tobacco companies are not available, Wall Street observers expressed the opinion that this year's profits, everything considered, will be quite satisfactory.

Cigar and cigarette consumption is on the increase. And there are two interesting reasons, among others, for this:

1. The dream of the late Vice-President Tom Marshall for "a good five-cent cigar" has come true.

2. Women are smoking cigarettes at an unprecedented rate.

The trend in the consumption of cigars has turned decidedly upward, following a moderate decline early in the year. For the first five months of 1929 production, as measured by tax paid withdrawals, amounted to 2,480 million cigars, a gain of 4.2 per cent. over the corresponding period in 1928. The upward tendency was especially marked in the last two months of the period, when an increase of 12 per cent. was recorded.

The largest gain has been in five-cent cigars, examination of available statistics reveal.

Cigarette consumption, meanwhile, is greatest in its history. Monthly gains in cigarette consumption so far this year have averaged 15 per cent. over last year, whereas the average yearly increase for the last decade has been approximately 12 per cent. The population increase approximates 3 per cent. annually.

Women are smoking more cigarettes than ever before. From the big cities to the smallest town and hamlet the use of the cigarette by women and girls has become common. This has given a big impetus to the sale of cigarettes, of course, and the manufacturers have lost no time in extensively exploiting this broadening of the woman smoker's market.

Another factor in the increase in cigarette sales has been the cut in retail prices.

Both cigar and cigarette manufacturers are expected to report substantial earnings for 1929. Prediction is made that the aggregate cigar production for all of 1929 will exceed that of 1928. Big cigar producers are gradually eliminating competition of the small high cost manufacturers and, through the continued introduction of operating economies, which allow a lower unit selling cost and higher aggregate profit margins, should be able to report satisfactory earnings.

UNITED STORES PAYS LOANS

The United Stores Corporation, recently formed holding company for the United Cigar Stores Company, Tobacco Products Corporation, etc., has paid off all of the bank loans of those subsidiaries, totaling $12,000,000. The funds, it was announced, were raised by the selling of assets not essential to the conduct of the regular line of business.

LORD & THOMAS AND LOGAN HANDLE CHANCELLOR CAMPAIGN

Fall schedules for newspaper advertising of the "Chancellor" cigar have been approved by the American Cigar Company. Copy is appearing in the various cities throughout the country and the campaign is being directed by Lord & Thomas and Logan.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

WOMEN MAY SMOKE IN JAIL NOW

The ban on women prisoners smoking will be lifted at Joliet, the Illinois State Penitentiary. The rule, announced officially when Mrs. Bertha Finnegin, the new superintendent, took office, will be extended, it is expected, to other institutions.

"About ninety per cent. of the women received at the Joliet penitentiary, and similar State institutions, smoke," said a high official at Springfield. "To deprive them of smoking is as much a hardship as it would be to deprive the men, who are permitted to smoke."

"They will be easily handled, less apt to rebel against prison rules and regulations, if permitted to indulge under regulations. They will be permitted to smoke only at certain times."

SOLKORN, VICE-PRESIDENT GRADIAZ-ANNIS & COMPANY

Sol Korn, who has been associated with the D. Annis & Company, Tampa manufacturers of fine cigars, and will in the future devote his time to the promotion of the popularity of their brands, "Don Emil Klein Company for the past year, and prior to that time connected with the Martinez-Havana Company, has been made vice-president of the Gradiaz-Julian" and "Old King Cole."

PARK & TILFORD PROFIT LESS

Park & Tilford, reports profit for the first half of 1929 as $648,162, as against $662,950 for the same period of 1928.

Tobacco Merchants' Association Registration Bureau,

431 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LANGDELL ARMS:—45,582. For all tobacco products. September 17, 1929. George Schlegel, Inc., New York, N. Y.

HASTING ARMS:—45,583. For all tobacco products. September 17, 1929. George Schlegel, Inc., New York, N. Y.

DAVIS CUP:—45,584. For all tobacco products. September 16, 1929. C. I. Shaeffer, York, Pa.

FERKIN'S FINANCIERS:—45,585. For cigars, cigarettes and tobacco. March 2, 1929. D. M. Ferkin, New York, N. Y.

MAPLETON:—45,577. For cigars. August 22, 1929. Sacks & Co., Inc., New York, N. Y. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the registrant for the past twenty-five years.)

WENDELL ARMS:—45,580. For all tobacco products. September 13, 1929. Wengler & Mandell, Inc., Chicago, Ill.

WENDELL HALL:—45,581. For all tobacco products. September 13, 1929. Wengler & Mandell, Inc., Chicago, Ill.

TRANSFERS

MADAME BUTTERFLY:—32,667 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 8, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by George Schlegel, Inc., New York, N. Y., and re-transferred to F. X. Smith's Sons Co., McSherrystown, Pa., September 7, 1929.

MAPLETON:—45,577 (T. M. A.). For cigars. Registered August 22, 1929, by M. Sacks & Co., Inc., New York, N. Y. Transferred to Ralph M. Gans, New York, N. Y., September 11, 1929.

LO ANDA:—17,444 (Tobacco World). For cigars and cigarettes. Registered March 13, 1909, by J. Lipschutz, Chicago, Ill. Transferred to Samuel Litz & Co., Inc., Los Angeles, Calif., September 6, 1929.

MADAME BUTTERFLY:—32,667 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 8, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by Geo. Zifferblatt & Co., Philadelphia, Pa., and re-transferred to George Schlegel, Inc., New York, N. Y., August 27, 1929.

LIBERTY CENTER:—45,449 (T. M. A.). For all tobacco products. Registered April 1, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to Codorus Cigar Co., Codorus, Pa., August 29, 1929.

WENHAM:—45,510 (T. M. A.). For all tobacco products. Registered February 12, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to Schwab, Davis & Co., New York, N. Y., August 29, 1929.

LA FLOR DE MANUEL ROSA:—24,589 (Trade-Mark Record). For cigars. Registered May 8, 1901, by Petre, Schmidt & Bergmann, New York, N. Y. Transferred by Petre Litho. Co., Philadelphia, Pa., successors to the original registrants, to The Mazer-Cressman Cigar Co., Inc., Detroit, Mich., September 19, 1929.

CORRECTED PUBLICATION

FLYING HABIT:—45,547 (T. M. A.). For all tobacco products. Registered August 6, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to United States Cigar Co., Inc., York, Pa., August 13, 1929.

"OLD GOLD" PRESENTS NEWEST MUSIC

THE first presentation of music from the new show "Great Day" will be heard when the Old Gold-Paul Whiteman Orchestra goes on the air Tuesday, October 1st, from 9 to 10 P. M., New York time, over Station WABC, and a nation-wide hook-up of the Columbia Broadcasting System. The Old Gold Trio will sing a medley of songs from this newest Broadway presentation, and Bing Crosby will sing "Happy Because I'm in Love." There will be numerous vocal interpolations throughout the hour of dance music by those already mentioned, by Mildred Bailey, the Ponce Sisters and Jack Fulton. Paul Whiteman and his Old Gold Orchestra will also offer a novelty fox trot, "Dance of the Babes in the Woods."

UNITED DISPOSES OF BEECHNUT STOCK

The United Cigar Stores Company is reported to have disposed of their stock holdings in the Beechnut Packing Company to the Gold Dust Corporation, which is headed by the Morrow Brothers, who are also head of the syndicate which recently purchased the United Cigar Stores Company from the Whelan interests.

The purchase price is reported to be about $85 a share and the United Cigar Stores Company is said to have purchased the stock in 1927 for approximately $50 a share, thus making a profit on the deal of approximately $1,610,000. Forty-six thousand shares were said to have been involved in the deal.

ENGLANDER JOINS GUITERREZ

George M. Englander, well-known salesman in New York, and eastern territory as representative for Berriman Brothers, has joined the sales forces of A. Guiterrez and Company, manufacturers of the "Lomas" cigar.

In addition to New York City and New York State, Mr. Englander will cover Philadelphia, Baltimore, and Washington for the Guiterrez Company.

SCHULTE PROFITS DECLINE

Profit of the Schulte Retail Stores for the first half of 1929 was $1,751,947, as against $2,607,375 for the same period of 1928.

SIMMONS DECLARES PRICES BELOW COST

(*Continued from page 16*)

that it is a situation of great emergency—as great with respect to the tobacco sections of the Southeast, he told the President, as flood control in time of flood could be to the Mississippi Valley—and that he believed that emergency legislation, if any could be evolved that would give immediate relief, could speedily be passed in both houses of Congress. Senator Simmons believes, as a result of his conference with the President, that it is probable that the President will discuss the matter with the Federal Farm Board and perhaps with the Attorney-General.

It may be said also that there has been a demand on the part of tobacco growers for a Congressional investigation of the cause of the low prices being paid for tobacco by the principal tobacco companies; while others have expressed the opinion that such an investigation would be too late to result in any success in saving the tobacco crop now going on the market, which is the emergency matter of the present moment.

LINZ.

VOLUME 49 No. 20

THE TOBACCO WORLD

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PORTO RICAN TOBACCO - Increasingly Popular

Stalking Porto Rican Tobacco

Manufacturers are quick to sense the trend of public taste and to benefit thereby. This year's public preference has been overwhelmingly for a good, mild cigar, moderately priced. No tobacco in the world combines so many essentials to rich, mellow mildness in a cigar as Porto Rican tobacco, and this fact has created a demand for the Porto Rican leaf that has already used up most of this year's crop. Being a duty free tobacco, manufacturers have been enabled to sell their cigars at a moderate price.

The quality of this year's crop of Porto Rican tobacco has been of even a higher grade than its usual standard of excellence. The very latest methods of cultivation, the most careful supervision and modern methods of organization have all contributed to making this possible. Still more painstaking care and even greater efficiency will insure and improve the quality of next year's crop.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

There is Safety in Numbers

If "four out of five" means Forhans—
If an "eight" rides smoother than a "four"—
If stropping gives a better shave because all barbers do it—
If "95% prefer Body by Fisher"—
In short, if numbers count at all—

Cigars packed in wooden boxes have always far outnumbered those packed all other ways put together. No form of presenting cigars to the consuming public has ever had so many features advantageous to both smoker and seller, as are possessed by wooden boxes.

Wooden boxes enhance the flavor of the cigars, improve their appearance, and keep them in the best condition. They are the easiest container to select from, best keep the cigars from damage, and present at a glance all the cigars' good qualities. Wooden boxes have the unmistakable approval of the greatest number of cigar smokers, as the ideal container for good cigars.

The best cigars
are packed in
WOODEN BOXES

Ever notice how few doctors smoke anything but cigars?

Volume 49 **THE TOBACCO WORLD** Number 20

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Gerald B. Hankins, Secretary
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DEATH OF JONATHAN PETERSON

JONATHAN PETERSON, president of the United States Tobacco Company, died early Wednesday morning, October 9th, at his summer home, Barrock Hill, in Ridgefield, Conn., of heart disease at the age of sixty-three. He had been ill there since August. Mr. Peterson was one of the outstanding figures in the tobacco industry, having devoted his entire business life to it and enjoyed a wide circle of loyal friends in that line throughout a wide portion of the country. He was associated with the late James B. Duke in the period when the American Tobacco Company was at its peak.

Mr. Peterson, the son of the late Jonathan H. Peterson and Mary Jane Barkelew, was born in South River, New Jersey, where his forbears are associated with the history of Middlesex County. He descended by his maternal grandmother, Harriet Willet, from Thomas Willet, the first Mayor of New York in 1665, whose youngest son, Samuel Willett, founded the town of South River. It was known as Willettsville until after the Revolutionary War when the name was changed to Washington and subsequently to South River. Major Samuel Peterson, patriot of the War of 1812, was his great grandfather. Mr. Peterson married Miss Henriette Jacques Bissett of Spottswood, New Jersey, in 1891 and in 1892 came to New York as Department Manager for the American Tobacco Company.

Later he became vice-president of the American Snuff Company and upon dissolution of the American Tobacco Company in 1911 became, and his since remained, the president of the United States Tobacco Company, which was created out of the dissolution of the American Tobacco Company.

For many years Mr. Peterson made his home in Brooklyn, N. Y., at 746 St. Marks Avenue, and recently at 969 Fifth Avenue, New York. He is survived by his widow, a daughter Mrs. Peterson Phinny, a son, J. Whitney Peterson, a grandson Hugh Phinny and two sisters, Miss Ella Jane Peterson and Mrs. Charles Hermann of South River, New Jersey.

Mr. Peterson was a member of the Union League Club and the Ridgefield Country Club.

Funeral service were held from his late residence in Ridgefield, on Friday, October 11th, and were attended by many of his friends who are prominent in the tobacco industry.

The Executive Committee of the T. M. A. was called together immediately after the announcement of the death of Jonathan Peterson, president of the United States Tobacco Company, and a director of the association, and in officially reporting Mr. Peterson's death, Managing Director Charles Dushkind said:

(Continued on page 17)

CIGARETTE MANUFACTURERS RAISE PRICES

ON SATURDAY, October 5th, an announcement was made by the American Tobacco Company which in financial circles was heralded as bringing to an end the cigarette war which has had the tobacco industry on its financial back for a year and a half. The announcement was to the effect that the price of "Lucky Strike" cigarettes had been advanced forty cents a thousand to the level at which the brand sold before the start of the price-cutting war eighteen months ago.

The announcement of the American Tobacco Company followed similar announcements by the R. J. Reynolds Company, and the Liggett & Myers Tobacco Company, manufacturers of "Camel" cigarettes and "Chesterfield' cigarettes respectively.

Stocks of all the tobacco companies involved soared under the impulse of the new prices and the termination of the "war." American Tobacco gained about thirty-eight points on the day, both for the common and B stocks; while Liggett & Myers advanced about fifteen points and Lorillard was up eleven points.

Under the revised price scale, now effective, the standard brands will sell at $6.40 a thousand. It is believed the reversion to the old price will end the two-for-a-quarter retail sales, although representatives of the tobacco companies pointed out that large retail stores may continue that scale, selling cigarettes at a slight loss, which will be made up on other articles of merchandise.

The P. Lorillard Company announced on Monday, October 7th, that it had advanced the wholesale price on "Old Golds" from $6.10 to $6.40 a thousand.

Advices from Washington were to the effect that the Federal Trade Commission does not plan an investigation into the action of the manufacturers in raising wholesale prices. If the increase should be in violation of anti-trust laws, the Department of Justice, and not the Commission, would conduct the inquiry.

More than nine-tenths of all cigarettes manufactured in the United States are smoked in this country, a comparison of recent Government statistics indicates.

The June production, as reported by the Bureau of Internal Revenue, was almost 10,840,000,000 cigarettes, while the Bureau of Foreign and Domestic Commerce tabulated the June exports at slightly over 784,000,000 cigarettes.

Production of cigarettes has been recording steady gains for a number of years, and the 1929 report is expected to show a gain of more than 12 per cent. over last year's figures.

SCHULTE UNITED SALES

Schulte United Five Cents to One Dollar Stores, Incorporated, reported sales for the month of September, 1929 as $1,784,820.

PHILADELPHIA.

WEBSTER EISENLOHR, INCORPORATED, INCOME UP

WEBSTER EISENLOHR, INCORPORATED, reported for the six months ending June 30, 1929, net income, before tax reserve, of $271,540, an increase of $211,456.

After allowing for income tax reserve, the net income carried to surplus was $237,765, an increase of $184,881.

The company reported shipments during July and August of 45,485,000 cigars with resultant net earnings of $119,958, making total net earnings for the first eight months of 1929 of $357,723, after taxes. In the first eight months of 1928 the net earnings were $90,291.

Unfilled orders as of September 30, 1929, exceeded 20,000,000 cigars.

YAHN & McDONNELL FEATURES NEW TOPPER

The Yahn & McDonnell chain of high-grade cigar stands have been featuring the new Topper, product of Demley, Incorporated, which fits over the top of a package of cigarettes, preserving the shape of the package and also the shape of the cigarettes, with gratifying success.

They are also featuring the new "Ronson" lighter with the windshield and the new Perfume Mist Distributor, which is also a Ronson product.

SCHNEIDER PRESIDENT OF EISENLOHR

Anthony Schneider, who has been first vice-president of the Union Cigar Company and the Webster-Eisenlohr Company for the past two years, has been made president of the two companies, to fill the position made vacant by the resignation of D. A. Schulte a short time ago.

Prior to the organization of the Union Cigar Company Mr. Schneider was a vice-president of the American Cigar Company.

SCHULTE CUTS CIGAR PRICES

The Schulte Cigar Stores in Philadelphia have recently posted a new schedule of cigar prices, making rather a drastic cut in the prices of popular brands.

Ten-cent sizes are cut to two for fifteen cents, five for thirty-five cents and $3.65 for a box of fifty cigars.

BAYUK INAUGURATES RADIO PROGRAM

ON Saturday, October 5th, Bayuk Cigars, Incorporated, began broadcasting a program over the radio from Station WCAU in Philadelphia, advertising their products.

The program consists of musical selections by the No. 2 Post American Legion Band, and a resume of football games played each Saturday.

The program is proving of great interest to football fans, and the musical selections rendered are also thoroughly enjoyable.

ANDRUSS RETURNS

Willis Andruss, sales manager for the Congress Cigar Company, who has been on a tour of the Middle West visiting the distributors of "La Palina," has returned to headquarters at Third and Spruce Streets, and reports an excellent outlook for the holiday season in the territory covered, with the new brass canister packing of the "Senator" size meeting with an enthusiastic reception.

In fact, the tremendous demand may result in making this a standard packing, instead of a holiday packing.

"CHANCELLOR" JOINS BOWLING LEAGUE

The "Chancellor" bowling team, of Seidenberg & Company, Camden, N. J., factory, has joined the Philadelphia Cigar Manufacturers' Bowling League, taking the place of the Frings Brothers team, which has resigned from the league.

LUMLEY JOINS CARL UPMANN STAFF

Benjamin Lumley, well-known cigar salesman in Philadelphia and Eastern Pennsylvania, has joined the sales force of Carl Upmann, Incorporated, and will cover his old territory in the future for the Upmann Company.

HARRY BOSTON HERE

Harry Boston, of William DeMuth & Company, was in town last week with a fine line of high-grade pipes and gathered up a fine supply of orders for the holiday trade.

Edward Perkis will open a cigar store at 6207 Frankford Avenue, in the very near future.

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

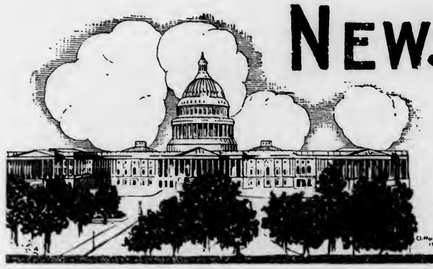
$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RESTORATION to Congress of all authority granted the President under the flexible provisions of the tariff act is contemplated in an amendment to the pending tariff bill adopted by the Senate October 2 by a vote of 47 to 42 after more than a week of heated debate. Adoption of the amendment, which was strongly opposed by President Hoover and administration Senators, was accomplished by a coalition of Democrats and progressive Republicans.

Under the terms of the amendment, submitted by Senator Simmons of North Carolina, the President no longer would have the power to order changes in tariff rates upon reports from the United States Tariff Commission. Instead, the commission would send its reports, not only to the President but to Congress, and the President's authority would be limited to the transmission to Congress of recommendations. The final decision as to changing rates would lie with Congress.

Despite the issuance by President Hoover of a statement urging continuance of the present system of administering the flexible provisions, a sufficient number of Republicans voted with the Democrats to make adoption of the Simmons resolution possible. The House of Representatives, however, has still to act on the matter, and it is not believed the Democrats will be able to enlist sufficient support from among the Republicans to secure its adoption there.

Debate on the amendment in the Senate was marked by severe criticism of the manner in which applications for changes in rates have been handled during the past few years.

Employment in Industry Declines

Employment in the cigar and cigarette and chewing and smoking tobacco and snuff industries during August was well ahead of the preceding month but declined as compared with August last year, it is disclosed by figures just compiled by the Bureau of Labor Statistics of the Department of Labor.

Returns to the bureau from 224 cigar and cigarette producing establishments showed 55,917 persons employed during the month with an aggregate weekly payroll total of $940,348, against 54,379 in July with an aggregate weekly payroll total of $911,942, an increase of 2.8 per cent. in employment and a gain of 3.1 per cent. in payroll totals. As compared with August last year, employment declined 1.2 per cent. but weekly payroll totals increased 2.8 per cent. Per capita earnings of workers in the industry were 0.3 per cent. above July and 4.3 per cent. over August, 1928.

Reports from twenty-six chewing and smoking tobacco and snuff concerns gave 7883 persons at work during the month, against 7752 in July, a gain of 1.7 per cent. Aggregate weekly payroll totals were $133,859, against $131,162, an increase of 2.1 per cent. As compared with August, 1928, however, employment dropped 8.1 per cent. and weekly payroll totals 4.6 per cent. per capita earnings of workers in the industry being 0.4 per cent. more than in July and 3.8 per cent. above August a year ago.

Extension on Filing Tax Returns Abused

Wide abuse of the privilege granted by the Internal Revenue Bureau of extending the time within which corporation and personal taxpayers may file their returns is disclosed by Commissioner Robert H. Lucas in instructions to Internal Revenue collectors.

"Inasmuch as it is essential to the proper administration of the law that returns be filed on or before the regular due date whenever possible and inasmuch as extensions of time were intended to be granted only in cases in which by reason of the circumstances involved the taxpayers could not have filed a timely return through the exercise of proper diligence," Mr. Lucas declared, "collectors are hereby instructed to grant extensions only upon the showing of a good and sufficient cause.

"It is believed that the delay in filing returns was occasioned in many cases, primarily by an undue exercise of the privilege afforded taxpayers rather than by meritorious causes. In short the privilege so given has been subject to abuse."

Exports of Tobacco and Tobacco Products

The exports of tobacco and tobacco products are important items in the international trade of the United States. The total value of domestic tobacco and its products exported in 1928 amounted to $179,158,976, showing an increase of $22,964,900 compared with 1927. Much the larger portion of these exports consisted of leaf tobacco, which in 1928 amounted to 575,412,014 pounds valued at $154,132,640. The exports of leaf tobacco to the United Kingdom in 1928 were larger than to any other country, followed by China (including Hong Kong and Kwangtung), Germany, the Netherlands, France, Australia, Spain, Canada, Belgium, and Japan in the order named.

The exports of cigarettes for the calendar year 1928 amounted to 11,706,110,000, valued at $22,059,149. Of this amount, over 8,600,000,000, valued at $15,029,667 were exported to China (including Hong Kong and

(Continued on Page 18)

Why CAMELS *are the better cigarette*

Camels are made of the choicest tobaccos grown—cured and blended with expert care.

Camels are mild and mellow.

The taste of Camels is smooth and satisfying.

Camels are cool and refreshing.

The fragrance of Camels is always pleasant. indoors or out.

They do not tire the taste nor leave any cigaretty after-taste.

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

SCHULTE PURCHASES UNITED HOLDINGS

DAVID A. SCHULTE, chairman of the Schulte United Five Cents to One Dollar Stores, Incorporated, has purchased all holdings of the Whelan and United Cigars Stores interests in that company, according to an announcement made last week.

The sale by Mr. Schulte and his associates of their stock holdings in the Vadsco Sales Corporation, distributors of perfumes and allied products, to J. S. Bache, New York banker, was also announced.

This action was taken, according to the announcement, because of the diverging sales policies between the Vadsco organization and other companies in which Mr. Schulte is interested.

It was also announced on last Monday that the directors of Schulte-United Five Cents to One Dollar Stores, Incorporated, had authorized the issuance of seven per cent. fifteen-year bond issue of $10,000,000.

The proceeds of the bonds, which will be offered to the preferred stockholders, will be used for the company's expansion program.

Holders of the preferred stock of record October 14 will have the right to subscribe to the bonds in the ratio of one $100 bond for each share held at $70 a bond.

GENERAL EARNINGS CONTINUE TO INCREASE

As a result of the steadily increasing sales of cigars, and changed manufacturing conditions, earnings of General Cigar Company, for the current year, probably will increase to around $4,250,000, approximately $8 a share on the 489,084 common shares now outstanding.

This would compare with 1928 net profit of $3,140,459, equal, after preferred dividends, to $6.84 a share on the 407,570 common shares then outstanding, and with $3,366,136 or $7.13 a share on the common in 1927. To attain this year's expected total, net in the second half year is estimated at about $2,400,000, equal to around $4.60 a share on the increased amount of common stock, against $2,164,307, or $4.88 a share on the 407,570 common shares in the like period of 1928.

For the first six months of the current year, net profit totaled $1,820,761, or $4.03 a share on 407,570 common shares, against $976,152, or $1.96 a common share in the first half of 1928 and $1,460,592, or $3.30 a share on the common stock outstanding in the first half of 1927.

UNITED ADVANCES CIGARETTE PRICES

On Tuesday, October 8th, following previous announcement by the manufacturers that the wholesale price of cigarettes had been advanced to $6.40 a thousand, the United Cigar Stores advanced the price of all popular brands of cigarettes from two packages for a quarter to fifteen cents a package, and $1.35 a carton.

The Atlantic & Pacific Stores advanced their prices on cigarettes to fifteen cents a package, two for twenty-eight cents, and $1.35 a carton, and it was humored that all chains would maintain the same prices and that there would not be any attempt made to cut below these prices.

Up to the time of going to press, the Schulte Cigar Stores were still maintaining their old prices of two-for-a-quarter.

"BLACKSTONE" PROGRAM NOW ON AIR

SPONSORED by Waitt & Bond, Incorporated, makers of the "Blackstone" cigar, a new and novel radio program has been launched over the Columbia Broadcasting System from Station WABC, New York City. The program was first heard Tuesday evening, October 1st, at eight o'clock Eastern Standard Time (seven o'clock Central Standard Time) and will be on the air each Tuesday at that hour, covering the country from Providence to Omaha and as far South as Washington.

This new broadcast takes place on the plantation of Captain Blackstone in the vuelta arriba section of Cuba, and will feature prominent stage and radio stars. The first of these is Frank Crumit, of numerous Broadway musical comedies, talking pictures and vaudeville shows, who appeared Tuesday evening, October 8th, singing several of his own compositions including the famous "Song of the Prune" and "A Gay Caballero."

The "Blackstone" Program is being supplemented by counter displays, window cards, and local and national advertising. In addition to Station WABC it is heard through Stations WCAO, Baltimore; WNAC, Boston; WKBW, Buffalo; KMBC, Kansas City; WLBW, Oil City; KOIL, Omaha-Council Bluffs; WJAS, Pittsburgh; WEAN, Providence; WFBL, Syracuse; WMAL, Washington; WHEC, Rochester; WHP, Harrisburg; WCCO, Minneapolis; WGHP, Detroit, and WCAU, Philadelphia.

MOOS BRANCH SOLD TO LINKER

The Louisville branch of the J. B. Moos Company, a subsidiary of the American Cigar Company, and devoted to the distribution of American Cigar Company brands, has been sold to the Linker Cigar Company of Louisville.

Samuel B. Fisher, former manager of the branch has resigned.

The Cleveland branch of the J. B. Moos Company has also been sold to the Amster-Kirtz Company, of that city, which firm will continue the distribution of the American Cigar Company brands in the future.

Sale of the two branches of the J. B. Moos Company is in line with the announced policy of the American Cigar Company to retire from the distributing business and devote their entire time and energy to the manufacture of high grade cigars.

The acquisition of the Moos Company by the Linker Company, in Louisville, marks another step forward in the remarkable development of this firm.

The Linker Company now distributes the products of the American Cigar Company, Consolidated Cigar Corporation, General Cigar Company, Webster-Eisenlohr, Inc.; Congress Cigar Company, G. H. P. Cigar Company, Deisel-Wemmer-Gilbert Corporation, I. Lewis Cigar Manufacturing Company and H. Fendrich, Inc.

UNIVERSAL LEAF DIVIDEND

At the meeting of the board of directors held in Richmond on October 5th, a quarterly dividend of seventy-five cents a share was authorized on the common stock of the company. This is at the same rate as paid prior to the thirty-five per cent. stock dividend last month. The annual meeting of stockholders is scheduled to take place on Monday, October 21st, in Richmond, Va.

AN ANCIENT PREJUDICE HAS BEEN REMOVED

Anger and fear greeted the faltering efforts of the first automobile. But the hands of AMERICAN INTELLIGENCE guided the steering wheel and controlled the throttle—the automobile drove on to glorious success.

"TOASTING DID IT"—

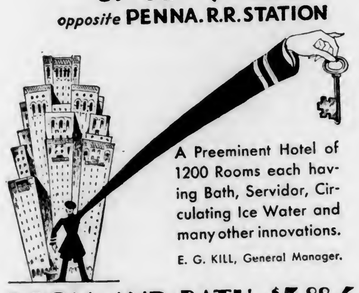
Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

© 1929, The American Tobacco Co., Mfrs.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION



A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 UP

YOU can't fool the public when it's a question of quality of tobaccos in a cigarette. That's why no twenty cent cigarette ever landed in fine company more swiftly and surely than Raleigh.

BROWN & WILLIAMSON TOBACCO CORPORATION, Louisville, Kentucky

The Tobacco Industry

OUR annual survey of the tobacco industry containing recent data and statistics, together with comments on developments affecting the industry, is now ready for distribution.

Copy may be had upon request

CHAS. D. BARNEY & CO.

Members of the New York Stock Exchange
Members Philadelphia Stock Exchange

65 Broadway, New York
1428 Walnut Street, Philadelphia

"RALEIGH" DEAL OPENING ACCOUNTS

A TEN PER CENT. free deal now in effect on "Raleigh" cigarettes is opening new accounts for that brand all over the country, according to I. F. Spaug, director of the Brown & Williamson Tobacco Corporation, of Louisville, Ky.

The free deal is offered to independent retail dealers only, and is only in effect during the month of October.

According to the terms of the deal, the ten per cent. gratis is given on shipments to dealers from jobbers' stocks. In thus making "Raleigh" cigarettes available to dealers all over the country with a very liberal free offer attached, the Brown & Williamson Corporation expects to see its brand distribution increased by thousands of retail outlets which have not heretofore stocked this popular twenty-cent brand.

The price to the dealer is $8.50 per thousand or $1.70 per carton, less the usual discounts. The new Brown & Williamson deal gives the retailer one free package with very carton purchased.

AMERICAN PLANS LARGEST FACTORY

It has been learned that the American Cigar Company is planning to open in Kansas City one of the largest, if not the largest, cigar factories in the world, just as soon as equipment can be placed and operations started.

The factory will be contained in a building already owned by American interests, which was purchased some time ago, and which when completely equipped for a cigar plant will represent an investment of approximately $3,000,000 and may possibly produce 1,000,000 cigars a day. The estimated payroll is approximately $4,000,000 annually, and the number of employees will run pretty close to 4000 people.

HAVANA LITHOGRAPHING COMPANY OFFERS STOCK

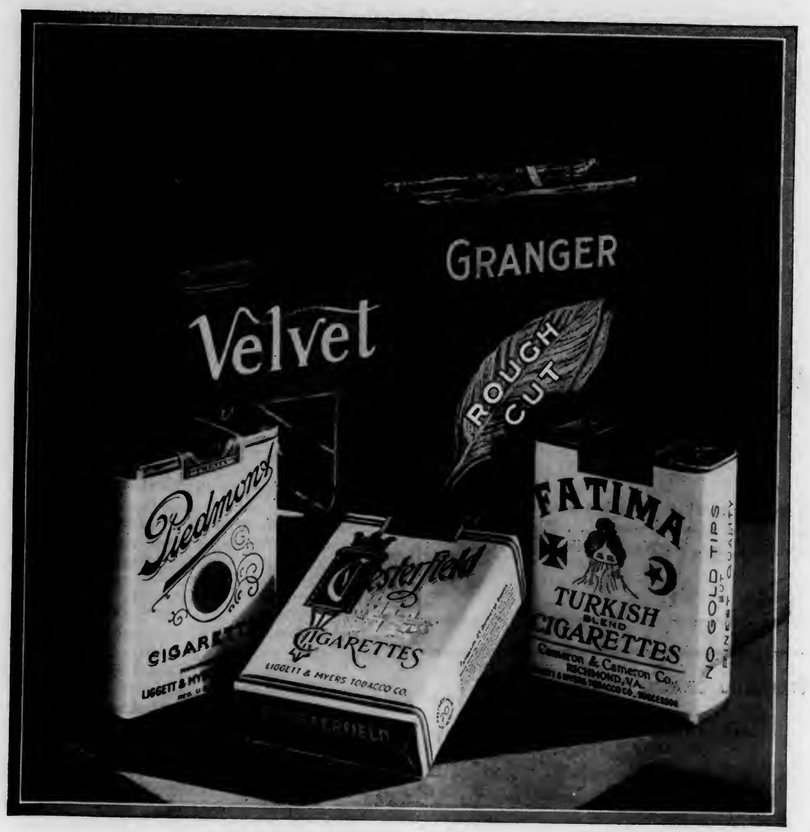
Paine Webber & Company plan offering later this week 15,250 units of 7 per cent. cumulative convertible preferred stock and common stock of Havana Lithographing Company (Compania Litografica de la Habana), each unit to consist of one share of preferred and two shares of common stock. Upon completion of the present financing the outstanding capitalization of the company will consist of $1,800,000 of 7 per cent. cumulative preferred stock, of $100 par value, and 115,000 shares of common stock, of $1 par value.

MANNIE PEREZ TO MAKE HOME IN TAMPA

Manual L. Perez, better known as "Mannie," of Marcelino Perez & Company, Tampa manufacturers of made-in-bond clear Havana cigars, has announced his decision to make his permanent home in Tampa after November 1st. Mannie has formerly maintained his home in New York, but he feels that since his factory is located in Tampa that he can keep in closer touch with the production of "Tuval," "Redencion," and their other brands by maintaining his permanent residence there also.

"PARTAGAS" FIRM DENIES MERGER

Following persistent rumors in the trade to the effect that the "Partagas" factory in Havana was about to be merged with another company, Cifuentes, Pego y Cia, issued a statement making an absolute denial that any such action was contemplated, and declared that the company expected to go on manufacturing "Partagas" cigars for many years to come.



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by Liggett & Myers Tobacco Co.

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y.
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

TRADE AND CONSUMPTION OF UNITED STATES TOBACCO PRODUCTS, JANUARY-JUNE, 1929

THE TOTAL EXPORTS of tobacco products from the United States during the first half of 1929 amounted to about $11,000,000, compared with $12,000,000 worth exported during the corresponding period of last year, according to an interpretation of official statistics by the Tobacco Section of the Department of Commerce. The decrease in trade was due largely to a disturbed cigarette market in China. Cigarettes represent seven-eighths of the value of the total export trade in tobacco products, and China is the most important market, taking 3,200,000,000 cigarettes during the first half of 1929, or 64 per cent. of the total cigarette exports. Compared with the first half of 1928, cigarette shipments to China declined by 20 per cent. (See Table 1.) Improvements of the Chinese trade has been predicted for the latter half of the year, however, and it is quite possible that total shipments for 1929 will be somewhat near normal.

American cigarettes are sold in nearly every country of the world. In reality more than 100 different markets were represented in the first half of 1928 and 1929, but there are at present only a few large markets. After China, the Philippine Islands, Panama and France are the most outstanding, absorbing 22 per cent. of the total exports during the first half of the year.

The exports of chewing and smoking tobacco, amounting to $1,011,000 and $366,000, respectively, showed material gains from last year. The Philippine Islands, Canada, Newfoundland, and Labrador have showed encouraging gains during the year in plug tobacco, but trade with Australia, New Zealand, and the United Kingdom, three of the principal markets, declined rather sharply; on smoking tobacco, however, these same markets reflected substantial gains. (See Table I.) The United States has no foreign trade of importance in cigars. Statistics concerning the exports of nicotine and tobacco extracts will be found in Table 2.

Cigarette Production

There is probably no commodity in American commerce more responsive to the advantages of mass production and keen advertising than cigarettes. Through organization and efficient management, the large manufacturers have cut production costs and shaved preunit profit margins until the price of a package of cigarettes is within the reach of the smallest earning power. The tremendous increase in turnover has taken care of producers' profits which have not decreased on account of wholesale price reduction or dealers' price wars.

The production of cigarettes in the United States during the first half of 1929, as indicated by stamp sales of the Bureau of Internal Revenue, amounted to nearly 59,000,000,000 in number, an increase of 16 per cent. compared with a corresponding period of 1928. Cigarette production in United States has followed an upward trend since 1920, and in 1928 the output of registered factories reached the highest point ever attained, amounting to 105,927,000,000 in number. As the factory production during the second half of the year is usually greater than during the first half, it is not improbable that the full year 1929 may register a cigarette output of 120,000,000,000 in registered factories alone. This will not include the production of customs bonded manufacturing warehouses which produce for export only and had an outturn in 1928 of 9,233,000,000.

(Continued on Page 14)

How do you figure your cigar *profits?*

(A lesson in cigar store accounting)

DO YOU figure your profits simply by the aggregate gross margin on all the cigars you've sold — less your total cigar-counter operating expenses?

If this is all you take into account, you've forgotten something: *Turnover*—the length of *time* it takes to sell a given number of cigars *of each brand.*

Remember that your rent, salaries and other operating costs go on whether you sell few cigars or many. Naturally, the slow movers eat up more than their share of the selling expense.

Next time do it this way: Count the number of brands you handle. Figure your profit *per brand.* Against the gross profit on the cigars, of each brand, that you actually sold, charge an even share of your operating costs.

Some of the results will surprise you. You'll find fast-moving brands yielding handsome net returns, while many slow-movers—even though bought at a more attractive price—may actually show a loss.

What does the lesson teach? That buying margins alone mean nothing; that it's the *net* profit that counts; and that only fast-moving brands are real money makers. . . . In that class put Bayuks. The outstanding quality, the matchless value and the immense popularity of Bayuk Cigars make them the busiest bees you ever saw in a cigar case.

CHARLES THOMSON

BAYUK
HAVANA RIBBON

MAPACUBA

BAYUK BRANDS

BAYUK
PHILADELPHIA
CIGAR

PRINCE HAMLET

BUILD BUSINESS

BAYUK CIGARS Inc.

MAKERS OF FINE CIGARS SINCE 1897 — PHILADELPHIA

CONSUMPTION OF TOBACCO PRODUCTS

(*Continued from page 12*)

The following table shows the production of cigarettes in registered factories of the United States during the first half of 1928 and 1929:

Month	*January–June 1928*	*1929*
	(*Number*)	
January	8,370,038,512	10,161,126,182
February	7,532,613,690	8,063,592,885
March	8,471,236,929	8,690,347,524
April	7,512,157,394	9,608,903,979
May	8,892,499,222	11,169,358,287
June	9,691,792,712	10,840,597,824
Total	50,470,338,459	58,533,926,681
Per cent. of increase		16.0

Cigarette Consumption in the United States Compared With Other Countries

The United States has by far the greatest cigarette consumption of any country in the world, although, according to unofficial estimates recently published, the greatest per capita consumption belongs to Cuba. Cigarette consumption in the United States in 1928 amounted to 102,765,000,000 in number and the per capita consumption was 856, compared with 820 in 1927; in Cuba during 1927 (the latest year for which statistics are available) the per capita consumption amounted to 1432, according to an estimate from the report of the Associacion de Almacenistasy Cosecheros de Tobaco de Cuba, 1929.

The United Kingdom must remain outside of the comparison, since information concerning the consumption of cigars and cigarettes in that country is not available from any source. British manufacturers will not divulge their production figures, and there is no government census of production upon which to rely. Moreover, leaf and strips are assessed for duty when withdrawn from bond and not on the manufactured product; thus only consumption of tobacco as a whole, based on the raw material for which excise is paid, can be reported. In 1927 this consumption amounted to 138,150,127 pounds, for all tobacco products manufactured in the United Kingdom; during the same year the United States cigarette factories alone consumed 290,464,000 pounds. Various members of the British tobacco trade, however, have estimated the cigarette consumption of the United Kingdom to be second to the United States.

Germany and Japan are next in importance as consumers of cigarettes, the annual consumption amounting to 32,000,000,000 and 28,000,000,000, respectively. Czechoslovakia and Italy each have a consumption of about 10,000,000,000 annually and all other countries reporting show an annual consumption of very much less.

The following table shows the total and per capita consumption of cigarettes in the United States compared with certain other countries:

Total and Per Capita Consumption of Cigarettes in Certain Countries

Year (Latest available)	*Total Consumption*	*Per Capita Consumption*
	(*Number*)	
United States	102,764,698,000	856
Argentina	7,653,976,331	719
Australia	2,006,172,000	322
Austria	4,512,097,000	672
Belgium	4,971,985,000	588
Brazil	7,193,571,000	177
Canada	3,334,000,000	350
Chile	3,116,152,000	782
Cuba*	4,380,782,000*	*1,432
Czechoslovakia	10,812,783,420	752
Denmark	1,317,694,000	384
France	8,537,460,334	209
Germany	32,768,355,000	512
Greece	4,670,940,000	684
Hungary	660,165,000	232
Italy	10,193,813,667	254
Japan	28,628,220,840	461
Netherlands	2,590,892,595	340
Philippine Islands	5,323,072,043	434
Poland	6,968,960,000	238
Porto Rico	636,066,940	437
Rumania	4,254,637,000	240
Spain	7,123,392,000	327
Sweden	792,771,334	131

*Unofficial estimate.

Sources: Data from official sources where available, otherwise estimates obtained by foreign representatives of the Departments of Commerce and State are shown.

DEISEL-WEIMER PLANT BUSY

AFTER a nine months' period following the merging of the Deisel-Wemmer Company, of Lima, Ohio, with the R. G. Dun plant, the Lima factories of the Deisel-Wemmer Company are running two full shifts turning out "El Verso" and "San Felice" cigars at an unprecedented pace.

Sixteen salesmen are scattered throughout the United States and are in constant touch with the market in every section, and keep a steady stream of orders pouring into the headquarters to keep the factories of the company going at top speed.

The big North Main Street plant of the company is turning out "El Verso" and "San Felice" cigars, while the South Main Street factory is turning out a steady supply of "Odin" cigars, which are being manufactured on contract.

The Delphos and St. Mary's plants of the company are producing "R. G. Dun" cigars, and the Findlay, Wapakoneta and Van Wert branches are making "San Felice" and "El Verso" cigars also.

The Deisel-Wemmer Company is employing more persons at the present time than it did last year at the same time, and also enjoying the greatest business in its history. Earnings of the company for the first nine months of 1929 are well ahead of the same period of 1928.

COHN NOMINATED FOR T. S. A. PRESIDENT

At a meeting held last week in the Proctor Building, New York City, Jack Cohen, of the "El Producto" sales force, was nominated for president of the Tobacco Salesmen's Association of America, Inc., and Joe Freeman, of T. E. Brooks & Company, Red Lion, Pa., was named for the vice-presidency.

The annual election of officers of the association will take place on Friday evening, November 1st.

GOOD BUSINESS OUTLOOK FOUND BY CREDIT MEN

THE business outlook remains bright, with no disturbing clouds on the prosperity horizon, according to the National Association of Credit Men.

"The diversion of credit to stock market speculation is the only danger sign," says the October bulletin of the association's executive manager, adding that "just a little while ago the alarmists had us all but wrecked by instalment selling. We weathered that emergency; we shall get through this one safely."

Stephen I. Miller, executive manager, says that workers are generally employed at good wages, and that production is proceding in an orderly manner, in fair proportion to sales possibilities and without undue expansion of inventories.

"In production and distribution activity the first half of 1929 went ahead of the corresponding period of any year," the bulletin says. "Seasonal declines in some lines were expected during the summer, and they materialized, but in many cases the drop was not so pronounced as was expected, and the up-curve has already been resumed.

"The railroads are moving goods promptly, and profiting by the efficient service they are rendering to business.

"Steel production, after setting up a new record for the month of July, has slackened somewhat, as was to be expected. Prospects for the autumn season, however, are good, and the marked activity of the railroads, which will need new rails and rolling stock, and which will have the money to pay for them, is bound to affect the industry favorably.

"The motor industry, which smashed all existing records during the first half year, appears also to be taking a breathing spell. This, too, was a development plainly foreshadowed and to a large extent discounted in advance.

"The outstanding fact in the motor situation is that we have reached a high level of efficient operation, which is likely to be maintained for some time.

"Building construction in August, according to Dodge figures, totaled $488,882,400 in the thirty-seven Eastern States. This was 5 per cent. under August of last year. New York reported as contemplated in August aggregated $657,832,000, which was 37 per cent. over July and 7 per cent. in excess of August, 1928.

"Car loadings continue to be one of the most favorable factors in the business situation. Loadings of revenue freight for the week ended August 31 totaled 1,160,210 cars, the largest aggregate reached thus far in 1929. The total showed an increase of 24,643 over the preceding week, of 43,499 over the same week of 1928, and of 42,850 cars over the like week of 1927.

"Bank clearings for the week ended September 12, in leading cities, total $14,035,272,000, an increase of 21.7 per cent. over the preceding week, which was a holiday week, and of 23.9 per cent. over the corresponding week of last year."

A special survey in the New England States conducted by the association shows that New England experienced a particularly good business summer, according to the bulletin.

"When the textiles and the shoe industry begin to show signs of life, as they are doing now, New England can pack up her troubles," it says.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA

Now 10¢

TREMENDOUS volume has enabled La Palina to cut the price on these genuine 2 for 25¢ cigars—to 10¢.

Wise merchants, anticipating the increased business that will follow this reduction, are stocking up to meet demand—now!

La Palina "Specials" are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

SPECIALS

SCHULTE-NOYES PLAN TALLEST BUILDING

DAVID SCHULTE and Charles F. Noyes are planning to erect the world's tallest building on the two city blocks between Duane, Thomas and Worth Streets, west from Broadway to Church Street, in New York City.

The proposed building will be 1600 feet high and cost more than $75,000,000, and on the basis of the population floating in and out of some of the other structures of the city the giant which is to rise north of the City Hall will be visited by 200,000 persons every day.

The transit system of the city will have to be changed to take care of the traffic which will originate within the building.

With a site of practically two blocks the architect has figured out that there is no limit to the height the proposed structure may be carried. The main structure will be practically one hundred stories high, reaching that level in a series of set backs, none of which is more than ten feet wide.

To the man in the street the building will be a gradual tapering mass on which will be a tower of fifty stories. The tower will be about thirty-five feet back from the front of the building, and located directly over Thomas Street, which will be straddled by the structure in the same manner that the Municipal Building is arched over Chambers Street. The tower section will cover about one-quarter of the blocks, a base area of 45,638 square feet.

It was intimated that the Noyes-Schulte combination will have no trouble finding money to finance the project. The promoters of the scheme are understood to have approached financial interests with the proposition, and have ben assured that funds will be ready when the builders want to start building.

Wall Street men are of the opinion, it was said, that the building would appeal to the investing public because of its gigantic proportions, and the financial set-up which would assure a substantial return on capital.

Architect's Opinion

Architectural opinion was fairly unanimous that the Noyes-Schulte building was not a difficult undertaking, provided that the builders controlled enough site.

"The height of the building is nothing at all," said Raymond Hood, designer of the American Radiator Building. "Some time ago I got our engineers to figure up just what would be the theoretical maximum height for a skyscraper. It is 7000 feet. The affair is very simple. The formulas that the present building laws will allow you to use for steel would enable you to build a tower 7000 feet high. I know that out at the World's Fair, at Chicago, I proposed a tower 2500 feet high, and nobody batted an eye. The elevator companies are ready to provide for such a building.

"The contractors says that there is no difference between building a twenty-story building and a one hundred story building, only as far as cost is concerned. The only thing that has stopped the building of these larger structures has been financing. I am figuring now on a building eighty stories high, and the engineers have checked over the price and find the cost a story is about the same as for a twenty-story building."

Heirs of the old merchants recently sold their stock and leaseholds to Noyes & Schulte, who will mark time for eight years until the various textile merchants move out. Then they will launch the biggest building project that has been planned for Manhattan or, for that matter, the entire world.

"OLD GOLD"—PAUL WHITEMAN HOUR

SELECTIONS from "Sunnyside Up," will be broadcast for the first time by special arrangement on Tuesday, October 22d, from 9 to 10 P. M. New York time, over Station WABC and a nation-wide network of the Columbia Broadcasting System when "Turn on the Heat," "If I Had a Talking Picture of You," "Aren't We All," and "Sunnyside Up" are heard during the regular weekly "Old Gold"-Paul Whiteman hour.

"Sunnyside Up" is the first musical comedy to be presented directly in the talkies without a previous stage presentation. The first two numbers are scheduled for presentation by the orchestra, the third with a vocal interpolation by Mildred Bailey, blues singer, Whiteman's recently discovered "find," and the fourth to be sung by the "Old Gold" Trio.

The complete program follows:

Signature—Rhapsody in Blue.

1. Dixie Jamboree. Tip Toe Through the Tulips With Me—Trio.

2. Sing a Little Love Song—Trio. Walking With Susie—Crosby. Red Hair and Freckles—Rhythm Boys. (Rhapsody for station break.)

3. Dance Away the Night—Waltz, from "Married in Hollywood," Bailey and Trio.

4. To Be In Love—Trio. I wish You Knew—Bailey. Oh, Miss Hannah—Crosby. (Rhapsody for station break.)

5. Don't Get Collegiate—Rhythm Boys. Turn On the Heat—From "Sunnyside Up.'

6. If I Had a Talking Picture of You—from "Sunnyside Up." Aren't We All—from "Sunnyside Up"—Bailey. Sunnyside Up from "Sunnyside Up"—Trio.

7. Same Old Moon—Trio. Won't You Give In—Crosby.

8. Baby Have a Heart—Crosby. China Boy, Stars and Stripes. Signature—Rhapsody in Blue.

CANADIAN TOBACCO CROP DAMAGED

An estimate of the recent frost damage in the principal tobacco sections of Ontario is reported to the Tobacco Section, Department of Commerce, by Assistant Trade Commissioner W. P. Sargent, Jr., Toronto. The frost which came on the night of September 18 is said to have been one of the most severe early frosts ever recorded in the district. It is very difficult at this time to determine the actual extent of damage, but in Norfolk County, which is said to be heaviest loser, one estimate places the damage at approximately 20 per cent. An estimate made by an official of the Ontario Tobacco Plantations places the damage between 25 and 30 per cent. An official of the Canadian Leaf Tobacco Company is quoted as saying that all unharvested tobacco between Kent and Norfolk had been damaged, but that not a great deal was left uncut. The damage is pretty well distributed over the district, with some crops untouched by frost, while an occasional late planting suffered fully 50 per cent. The entire Norfolk County harvest of Flue-Cured has been estimated at 7,500,000 pounds and this is the type which was damaged.

DEATH OF JONATHAN PETERSON

(Continued from page 3)

in the tobacco industry as one of the trade's outstanding figures who contributed much to the development of the industry in this country.

"Although Mr. Peterson has passed on to eternity, his memory will remain with us for all times. He will long be remembered by his great army of friends

"Coupled with Mr. Peterson's passion for hard work were his farsightedness, his never-erring sound judgment, his ability to select the right associates and inspire them with a genuine feeling of loyalty, besides his keen sense of fairness and warm-hearted generosity. He was truly a big man—a leader and a genius.

"As one of those who for many years has enjoyed the privilege of Mr. Peterson's personal acquaintance, I count myself among the great army who mourn his loss, looking back upon his life as an inspiring example of idealism, worthiness and usefulness."

The following resolutions were thereupon unanimously adopted:

"WHEREAS we have learned with the most profound sorrow of the death of

JONATHAN PETERSON

President of the United States Tobacco Company, who for many years has been recognized as one of the outstanding figures in the tobacco industry, and

"WHEREAS, the Tobacco Merchants Association of the United States feels most keenly the loss that it has suffered in the death of Jonathan Peterson, who was one of the founders of this Association, and whose unswerving loyalty to the interests of the industry was not less evident than his conspicuous and exceptional ability, and have led the entire trade throughout the country to know him as a most able, generous and lovable man of sterling qualities and great vision and foresight,

"NOW THEREFORE, be it

"RESOLVED that the Tobacco Merchants Association of the United States, by these presents crystallizes its feeling of profound sorrow and regret, and recognizes the great loss that the Tobacco Industry, as well as the great army of his friends, have suffered through the passing of Jonathan Peterson, one of the distinguished figures in American industry, universally regarded as an inspiring example of supreme accomplishments; And, on behalf of the entire Tobacco Industry in the United States, this Association tenders its deepest sympathy and condolences to the widow and other members of his family and to his associates as well, and be it

"FURTHER RESOLVED that these Resolutions be spread in full upon the Minutes of the Association and a copy thereof presented to the bereaved family as an evidence of the high regard in which he was held by the entire Tobacco Industry in the United States."

DAUGHTER OF SANTAELLA WEDS

The marirage of Miss Lucille Santaella to Antonio M. Cueva on Wednesday, October 2d, has been announced by Mr. and Mrs. Antonio Santaella. The ceremony took place in the Church of the Transfiguration, in New York City.

Mr. Cueva has been connected with A. Santaella & Company for a number of years, and has a host of friends in the trade.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

PASTOR DENIED ADVANCEMENT BECAUSE OF TOBACCO

Recommendation that a pastor who had been on trial for two years be not passed as a deacon because of his use of tobacco caused the second business session of the Annual Baltimore Conference of the Methodist Episcopal Church South to enter into a serious debate on Thursday. At the suggestion of Bishop Collins Denny, presiding officer, the report was returned to the committee with the hope that it could adjust the difficulty.

The pastor whose use of tobacco was criticized is stationed at Augusta, W. Va. The report that he be not passed as deacon by the conference was submitted by the Rev. W. J. Whitsell, of Roncevertz, W. Va., for the Committee on Admissions.

During the discussion, one of the members of the conference said: "So long as leaders of the conference use tobacco it is bad for me to condemn one of the best young men for the same thing."

The pastor in question had said to the committee he would not use tobacco publicly, but would reserve the right to smoke in his room.

MENGEL COMPANY DIVIDEND

The Mengel Company, of Louisville, Ky., cigar box manufacturers, etc., has declared an initial dividend of fifty cents on the common stock of the company, payable November 15th to stockholders of record November 1st.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SNYDER OFFICIAL:—45,594. For cigars. August 30, 1929. Alvin G. Dubs, York County, Pa.

COAGMOOR:—45,587. For all tobacco products. September 26, 1929. Gradiaz, Annis & Co., Inc., Tampa, Fla.

CORNWALL ARMS:—45,588. For all tobacco products. September 25, 1929. Consolidated Litho. Corp., Brooklyn, N. Y.

PLYMOUTH HALL:—45,589. For all tobacco products. September 25, 1929. Consolidated Litho. Corp., Brooklyn, N. Y.

RETOLD:—45,590. For all tobacco products. September 24, 1929. George Schlegel, Inc., New York, N. Y.

BLUE LAD:—45,591. For all tobacco products. Registered September 27, 1929. Bayuk Cigars, Inc., Philadelphia, Pa.

TRANSFERRED

GREY BEAR:—22,129. For cigars, cigarettes and cheroots. Registered February 2, 1900, by Garden City Box Co., Chicago, Ill. Transferred to A. C. Henschel & Co., Chicago, Ill., and re-transferred to H. Schechtman, Chicago, Ill., September 25, 1922.

CORRECTED PUBLICATIONS

CRAGMOOR:—45,587. For all tobacco products. Registered September 26, 1929, by Gradiaz, Annis & Co., Inc., Tampa, Fla.

LA ANDA:—45,593 (Tobacco World). For cigars and cigarettes. Registered March 13, 1909, by J. Lipschutz, Chicago, Ill. Transferred to S. Litz & Co., Inc., Los Angeles, Cal., September 6, 1929.

News from Congress

(*Continued from page 6*)

Kwangtung), while over 800,000,000 were sent to the Philippine Islands, over 478,000,000 to Europe, and over 400,000,000 to the Straits Settlements. Smoking tobacco exported during the year 1928 amounted to 1,015,041 pounds and plug tobacco to 3,831,810 pounds. Considerable quantities of smoking and plug tobacco were shipped to Alaska, Hawaii, and Porto Rico, while 2,982,794 pounds of leaf were also sent to Porto Rico for use in the manufacture of cigars.

Heavy Penalty Proposed for Transportation of Stolen Goods

The interstate or foreign transportation of stolen merchandise would be made illegal under the terms of a bill introduced in the Senate by Senator Goff of West Virginia, which provides heavy penalties for violation of its provisions.

A fine of not exceeding $10,000, or imprisonment for not more than ten years, or both, is provided for any person sending or transporting, in interstate or foreign commerce, any property stolen or taken feloniously by fraud or with intent to steal or purloin, and a similar penalty is provided for any person buying, receiving, possessing, concealing, selling or disposing of any property which is moving in interstate or foreign commerce which had been stolen, knowing the same to have been so stolen, or any person buying, receiving, possessing, concealing, selling or disposing of any such property under such circumstances as should put him upon inquiry as to whether the same had been stolen, without making reasonable inquiry in good faith to ascertain the fact.

PIONEER BOX MANUFACTURER PASSES AWAY

Louis Doebert, pioneer cigar box manufacturer, of Buffalo, N. Y., passed away at his home in Buffalo, N. Y., on September 30th, after a short illness.

The business in Buffalo has been carried on by Mr. Doebert's son, Edward, for several years, and will be continued.

HUMIDIZER FOR "LOCKTITE" POUCHES

The Locktite Company, Incorporated, of Gloversville, N. Y., has announced the perfection of a humidizer, which will hereafter be furnished gratis with every "Locktite" tobacco pouch purchased at the retail price of $1 or more.

The humidizer is a small metal disc about the size of a silver half-dollar, which is immersed in water for a few seconds and then placed in the pouch where it will retain its moisture for several weeks and also keep the tobacco in the pouch moistened to just the right degree for the same length of time.

This humidizer is being welcomed with enthusiasm by smokers as it has always been a problem to keep their tobacco properly moistened after placing it in a pouch.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for October 1, 1929.

State of Pennsylvania, County of Philadelphia, } ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 30th day of September, 1929.

JOHN J. RUTHERFORD,
Notary Public.

My commission expires January 22, 1931.

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NOVEMBER 1, 1929

VOLUME 49 No. 21

THE TOBACCO WORLD

PORTO RICAN TOBACCO - Increasingly Popular

Stalking Porto Rican Tobacco

Manufacturers are quick to sense the trend of public taste and to benefit thereby. This year's public preference has been overwhelmingly for a good, mild cigar, moderately priced. No tobacco in the world combines so many essentials to rich, mellow mildness in a cigar as Porto Rican tobacco, and this fact has created a demand for the Porto Rican leaf that has already used up most of this year's crop. Being a duty free tobacco, manufacturers have been enabled to sell their cigars at a moderate price.

The quality of this year's crop of Porto Rican tobacco has been of even a higher grade than its usual standard of excellence. The very latest methods of cultivation, the most careful supervision and modern methods of organization have all contributed to making this possible. Still more painstaking care and even greater efficiency will insure and improve the quality of next year's crop.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Chief Agent New York, N. Y

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

The best display makes the quickest sale

Under the glass of a retailer's cigar counter, usually nothing but cigars in wooden boxes! Why? Uniformity of container sizes. Attractiveness of display. Economy of space. Best presentation of brand names. Strongest selling appeal.

Wooden boxes afford customers the easiest means of comparing sizes, shapes, colors and workmanship of the cigars, without the necessity of promiscuous handling. No other form of container offers so many selling merits to the interest of buyer and seller alike. It is good business to pack your cigars in wooden boxes.

Mind workers smoke cigars--not because they must, but because it is a form of tobacco they can enjoy without "slowing up."

Volume 49

THE TOBACCO WORLD

Number 21

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

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ANTHONY SCHNEIDER KILLED IN FALL

ANTHONY SCHNEIDER, recently elected president of the Union Cigar Company and the Webster-Eisenlohr Company, was killed on Wednesday morning by accidentally falling from a window of his suite maintained on the seventh floor of the Hotel Beverly, Lexington Avenue and Fiftieth Street, New York City.

Mr. Schneider had just arisen and ordered his breakfast and upon tuning his radio to get the early morning exercises found his radio was not working satisfactorily. He secured a screw driver and was attempting to make an adjustment to his aerial outside his window when he slipped from the sill and plunged to his death on the roof of the Lowe's Lexington Theatre six floors below. The waiter had just arrived with Mr. Schneider's breakfast when he saw him slipping from the sill and grasped him by the foot, but the shoe came off and Mr. Schneider plunged to his death.

Mr. Schneider was sixty-five years old. He came to this country at the age of eighteen and started to work as a cigar roller. Thirty-five years later he was the owner of a cigar factory in Baltimore, which later was absorbed by the American Cigar Company, and Mr. Schneider later became a vice-president of the company in charge of manufacturing.

Just a short time ago Mr. Schneider was elected president of the Union Cigar Company and the Webster-Eisenlohr Company to fill the vacancy made by the resignation of D. A. Schulte from those two companies.

Mr. Schneider was an enthusiastic golfer and was a member of the Columbia Yacht Club, the Spring Brook Country Club, the Maryland Country Club, of Baltimore, the Upper Montclair Golf Club and the Charleston Country Club, of Charleston, S. C.

His home was in Whippany, N. J. He is survived by his widow, Mrs. Jenny Sappe Schneider, and three children, Mrs. Vera Seely, Mrs. Amy Edgecumbe and Robert E. Schneider.

Funeral services were held from his late home in Whippany, on Thursday, at 2:30. Interment was at Evergreen Cemetery, Morristown, N. J.

CONSOLIDATED CIGAR EARNINGS

Consolidated Cigar Corporation and subsidiaries report for the nine months ending September 30th a net profit of $2,345,054, which is equivalent to $6.51 a share on the 250,000 no par shares of common stock after allowances have been made for dividend requirements on the 6½ per cent. prior preferred and 7 per cent. preferred stocks. Net profits for the nine months period of 1928 was $2,629,183.

Net profit for the quarter ending September 30th was $899,796 after interest, depreciation and Federal taxes, as compared with $986,680 for the third quarter of 1928.

CIGAR MANUFACTURERS PLAN CO-OPERATIVE ORGANIZATION

ACCORDING to a recent newspaper announcement by A. P. Bower, of Reading, Pa., cigar manufacturers throughout the country are arranging to consolidate in a nation-wide co-operative organization.

Reading, Philadelphia, Tampa, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City and Los Angeles manufacturers were represented at a recent conference held in Buffalo, N. Y., at which it was decided to incorporate under the laws of the State of Pennsylvania. About fifteen hundred independent cigar manufacturers will join the organization, it was stated.

Mr. Bower is an official in a co-operative Association with headquarters in Reading, handling cigars and other products. The conference was held in Buffalo to consider the laws of various States and select one whose statutes were most favorable to the plan. No officers of the co-operative Association were named. It is said that the combined output of the organization will be about 2,000,000,000 cigars yearly.

FRANCISCO FONSECA DEAD

Word was received from Havana last week of the death of Francisco E. Fonseca, on Wednesday, October 23d, in Havana.

Mr. Fonseca had been in the cigar manufacturing business in that city for forty-two years and was also president of F. E. Fonseca & Company, of 67 Vestry Street, New York City.

Since 1921 he had been living in Havana and his factory in New York City was under the management of his son, Francisco E., Jr.

He is survived by his widow, Teresa Boetticher; three sons, Francisco E., Jr., F. Fernando and F. James Fonseca, and two daughters, Mrs. Dolores Little, of Havana, and Mrs. Pauline Jacobsen, of Brazil.

TOBACCO PRODUCTS PASSES DIVIDEND

The board of directors of the Tobacco Products Corporation on Wednesday voted to omit the usual quarterly dividend of thirty-five cents on its class A shares, due November 15th.

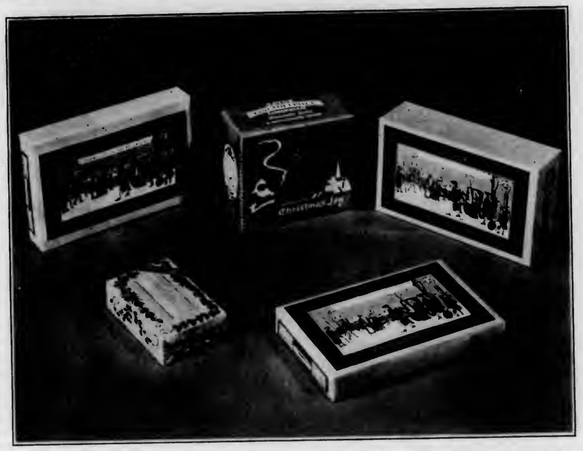
In explanation of their action, they stated: "The discontinuance of dividend by the United Cigar Stores Company will leave the company with no other income for the present but that derived from the contract of the American Tobacco Company. The company still has bank and other indebtedness to a reduction of which a substantial part of its income must be currently applied.

"An audit of the company's books is being made, and when it is completed, the directors will have a further statement to make. They hope that it may soon be able to resume dividends on the class A stock, but dividends, if resumed, must initially, at least, be at some lesser rate than the 7 per cent. which has heretofore been paid.

Bayuk Announces Beautiful New Christmas Packings

THE NEW Christmas packages for Bayuk Philadelphia cigars, developed by Bayuk Cigars, Incorporated, are again causing interest in the tobacco trade and this company is anticipating the highest volume of holiday sales in its history. The enthusiasm with which the attractive Bayuk Christmas offerings were accepted by the trade during the 1928 season has led Bayuk to follow the same general idea for their 1929 Christmas packages.

The new designs not only break the conventional Yuletide decoration of holly leaves and pictures of reindeers, which have lost their distinctiveness, but reflect something of the character of the gift being conveyed. The latter usually is not permitted in the routine Christmas gift box. Christmas Eve in old Philadelphia, traditional for its good cheer, is the subject of an attractive illustration for the cigar box wrapper. The original copy was designed by Mr. Conrad Dickel, an artist of national fame.



Group of five attractive Christmas packages offered the cigar trade by Bayuk Cigars, Inc., of Philadelphia. The popular brands will appear in these specially designed containers this year.

Another exceptional offering is Bayuk Philadelphia "Longfellos" in 1/20 boite nature cabinet packing. Each cabinet is wrapped in cellophane with assorted colors of red, green, and yellow. The rich color of the cellophane wrappers carry with them Christmas atmosphere and cheer, with which the Christmas cigar has long been associated. Each cellophane cabinet is packed in a chipboard carton to eliminate all possibility of marring its beauty.

Bayuk Philadelphia Cigars command a good holiday market. Offered in these distinctive and attractive packages, the volume of holiday sales is expected to be larger than ever before.

Bayuk dealers over the country will be supplied with a stock of Bayuk "Phillies" in the new wrappings for the beginning of the holiday trade.

DRUG, INC., NET TO BE $6.85

Earnings of Drug, Inc., for 1929 will approximate $16,570,000, after all charges, equivalent to $6.85 a share on 2,419,000 shares of capital stock, the company announced yesterday. This is before giving effect to the merger with Bristol-Myers Company, which will shortly be fully consummated by the distribution of 259,702 shares of Drug stock to present Bristol-Myers stockholders. Per share earnings last year were $5.50.

Bristol-Myers is expected to earn close to $1,800,000, which is at approximately the same rate per share on the shares of Drug being issued in connection with the merger. The merger with Bristol-Myers will bring the total earning power of Drug, as now constituted, to more than $18,000,000 annually, officials stated.

BEECHNUT PACKING EARNINGS

The Beechnut Packing Company reports earnings for the nine months' period ended September 30, before federal taxes, of $2,427,139. This compares with $2,306,441 for the same period in 1928. Deducting estimated federal income tax and providing for preferred dividends on the class A shares outstanding leaves $2,138,904 applicable to the common stock, which is equivalent to $5.03 a share for the first nine months of 1929 on the 425,000 common shares outstanding.

WALGREEN DRUG TO MERGE THIRTY MORE

Announcement was made in Salt Lake City last week of the merger of the Walgreen Drug Company, of Chicago, with the Schramm-Johnson Drug Company, of Salt Lake City, on a stock exchange basis.

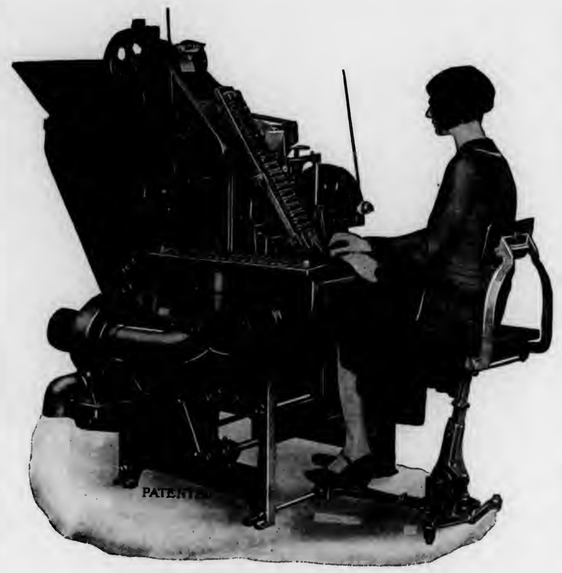
The Walgreen firm operates 353 stores in various parts of the country and the Schramm-Johnson chain includes thirty stores in Utah, Idaho, Nevada, Wyoming and California.

No change in personnel is contemplated, the announcement stated, and the Salt Lake City firm will be continued for the present under the same name. A contemplated expansion program of the Schramm-Johnson Company, details of which have not been made public, will be carried out.

SCHULTE RESIGNS FROM THREE COMPANIES

Further carying out their announced policy of devoting all their time to the program of expansion planned for their major interests, David A. Schulte and his associates last week announced their resignation from the Union Tobacco Company, the Union Cigar Company and Webster-Eisenlohr, Inc.

Schulte's major interests include the Schulte Retail Cigar Stores, Schulte United 5-Cent to $1 Stores, Inc., Park & Tilford, Inc., Huyler's, and Dunhill.



The MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information

PHILADELPHIA.

CONGRESS CIGAR EARNINGS GAIN

NET earnings of the Congress Cigar Company for the third quarter of 1929 amounted to $804,620, as against $785,636 in the same period of last year. Earnings for the nine months' period totaled $2,079,327, as compared with $1,957,727 in the nine months' period ending September 30, 1928.

The nine months' earnings of 1929 are equivalent to $5.94 a share as against $5.59 for the corresponding period of 1928.

PENLO WANTS A SNAPPY SLOGAN

The Penlo Cigar Company, of Philadelphia, is offering $500 in cash prizes for the best slogan to be used in advertising the new "Penlo" cigar.

The slogan contest is open to everyone except employees of the Company, and opened on October 15th and closes on December 16th.

First prize will be $150; second prize $75; third prize $25; the next twenty prizes consist of $5 each, and 100 boxes of "Penlo" cigars will also be distributed as prizes.

The judges of the contest are Jack Lutz, president Poor Richard Club; Thomas A. Mulvey, Dean of the Charles Morris Price School of Advertising and Journalism; George E. Elliott, secretary Philadelphia Chamber of Commerce, and Miss Clara H. Zillessen, advertising manager Philadelphia Electric Company.

DAVE MORRIS IN TOWN

Dave Morris, agent for the Philippine Government, was in town last week visiting the dealers in Manila cigars, and reported conditions favorable and future prospects excellent for an increase in consumption on that grade of cigars in this country.

Charlie Bond and Dave were also in town on October 19th attending the Pennsylvania-California football game. Charlie was much elated to see his favorite carry off the honors with the score 13 to 7 at the finish.

CIGAR BOX FACTORY THREATENED BY FIRE

The Wallick cigar box factory, on Boundary Avenue and MacKenzie Street, in York, Pa., was threatened by fire on October 16th when a pile of lumber was burned. The fire is believed to have been started by boys playing with matches.

BAYUK EARNINGS UP

NET income of Bayuk Cigars, Inc., for the three months ended September 30th was $355,598, after depreciation, and federal taxes, equivalent to $2.65 a share on the 98,851 shares of no par common stock, after preferred dividend requirements.

This compares with $420,702 or $3.50 a share on the common stock in the preceding quarter, and with $335,955, or $2.56 a share, on the common in the third quarter of the preceding year.

For the first nine months of this year net income was $891,477, after preferred dividend requirements, equivalent to $6.74 a share on the common, as compared with $899,814, or $6.21 a share, in the same period of 1928.

YORK COUNTY BANQUET DECEMBER 12

The date of the annual banquet of the York County Cigar Manufacturers' Association has been set as December 12th, and the place—the Yorktowne Hotel, in York, Pa.

The committee on arrangements is composed of Charles C. Meads, James W. Kelly and L. Earl Grove.

This annual affair is always looked forward to with pleasant anticipation by members of the industry in this section of the country and the committee promises that the affair this year will surpass all other affairs of this kind in both the quality of the food served and the entertainment provided.

"LA PALINA" CHANGES DISTRIBUTORS

The National Grocery Company, of Seattle, Wash., will hereafter distribute "La Palina" cigars in the entire State of Washington, and distribution of that brand has been discontinued by the McClintock-Trunkey Company, of Spokane, former distributors for that section. The McClintock Company will concentrate their efforts in the future on the brands of Jose Escalante & Company.

AHRENHOERSTER MAKING SEMI-ANNUAL

Frank Ahrenhoerster, representative of the American Box Supply Company, of Detroit, was in town last week on his semi-annual visit to this section of the country visiting the cigar and cigar box manufacturers for his company.

Frank stated that he was gathering in a nice book of orders and found conditions entirely satisfactory.

AN ANCIENT PREJUDICE HAS BEEN REMOVED

Railroads have safely passed those danger signals of prejudice which caused folks to look upon them with fear. Holding aloft the semaphore of progress AMERICAN INTELLIGENCE cleared the track and, today, millions travel in ease and security.

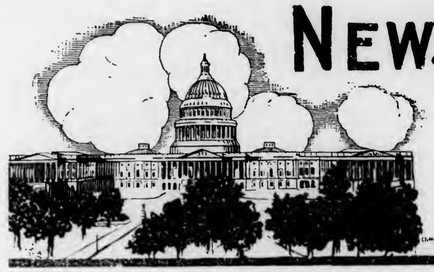
"TOASTING DID IT"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed from the tobaccos harmful corrosive ACRIDS (pungent irritants) present in cigarettes manufactured in the old-fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation-No Cough.

©1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE United States Supreme Court on October 28th consented to hear arguments in a case involving the constitutionality of the Alabama State law imposing a tax of 15 per cent. on the wholesale price of cigars, cigarettes and cheroots sold at retail within the State.

The Exchange Drug Company, which purchases annually at wholesale approximately $30,000 worth of cigars and cigarettes, sought an injunction to prevent the State Tax Commission from making an examination of its books and records and stock of merchandise to ascertain the amount of tax due, declaring that the State law was in conflict with the 14th Amendment of the Constitution of the United States in that it denied the company the equal protection of the laws and deprived it of its property without due process of law.

Under the constitution of the State of Alabama, the company claimed, real and personal property are subject to taxation at 60 per cent. of their value, and stocks of merchandise, including stocks of cigars, cigarettes and cheroots, are subject to tax at the same rate applied to other property. An act approved by the State Legislature in July, 1927, fixes a tax on retailers of cigars, cigarettes and cheroots of 15 per cent. of the wholesale price of the commodities. This act, it is contended by the company, has the effect of producing a tax greatly in excess of that provided under the State constitution, which includes all property under one classification, and tends to discriminate against owners of cigars, cigarettes and cheroots in that it removes such property from the general classification made by the State constitution for tax purposes.

The company also declared that the act discriminates against it and other retailers who purchase commodities from jobbers and wholesalers, in that the statute does not uniformly affect all retailers, pointing out that in many cases manufacturers sell direct to retailers thus affording them the privilege of purchasing stocks at a much lower price.

Outcome of Tariff Measure in Doubt

Following announcement that Senator Reed of Pennsylvania, who has been bearing much of the brunt of the Republican defense of the Hawley-Smoot tariff bill, and Senator Robinson, of Arkansas, who has been leading the opposition, have been selected as members of the American delegation to the London disarmament conference in January, considerable doubt has been raised as to the future handling of the measure.

It is hoped that the bill will be finally disposed of before it becomes necessary for the two Senators to leave for England, but at the slow rate of speed at which the Senate now is handling the measure it is possible that it will not be completed for some time to come.

While it is hoped that some of the schedules will offer little difficulty, the Senate, in the first week of its consideration of the rate measures of the bill, disposed of only a small part of the chemical schedule. There are a number of highly controversial paragraphs in this schedule, but there are also many subjects of controversy in nearly all of the other schedules, while the agricultural rates, to amend which the tariff bill was originally sought by President Hoover, will of themselves, it is expected, retain the attention of the Senate for some days.

The situation has been made more difficult by the coalition which at times is adopted by the Democrats and progressive Republicans and which has several times already operated to the discomfiture of the administration forces. When the coalition gets going, it is possible to force through anything it wants, pretty nearly, but, fortunately for the administration members, it is operating only intermittently.

Simplified Practice Saves Millions of Dollars

Savings ranging from hundreds to millions of dollars to manufacturers, distributors and consumers have been effected through the use of the simplified practice program sponsored by the Bureau of Standards as a means for eliminating superfluous or unnecessary varieties of sizes, dimensions, etc., of commonly used commodities and thus reduce waste, according to Edwin W. Ely, chief of the bureau's simplified practice division.

"In these days of keen competition and rising costs of doing business," Mr. Ely declared, in discussing the work of his division, "executives in nearly every line of business are searching out every possible avenue or means for strengthening net profits and among the several means being employed to this end are simplification and standardization.

"Although the meaning and application of these terms is widely understood, it is important to note the difference between them. Simplification usually means the elimination of the unnecessary by concentration on varieties in most common or general use. This makes it fairly easy for manufacturers, distributors and consumers to come together and concur upon programs of mutual benefit and saving.

"The resulting concentration of manufacturing, selling or purchasing effort on the varieties remaining after simplification, brings economies such as smaller inventory; less cost to carry or maintain it; less idle

(Continued on Page 16)

Nothing like a pipe, *I* say

WHENEVER I want a real, honest-to-John *smoke* (and that's pretty often!), I get out my old pipe and pack it with Prince Albert. I know in advance what it's going to be like, but I get a new thrill out of it every time. A pipe and P. A. are so downright *dependable.*

Just to open the tidy red tin and drink in that P. A. fragrance is a treat in itself. No more appetizing aroma ever greeted a pipe-hungry man. And when that cool, comfortable smoke comes rolling up the stem, you know that the taste more than matches the fragrance.

Cool as the old town pump. Restful as an easy chair after a hard day. Mellow and mild and long-burning. So mild, in fact, that you're always ready for another session, no matter how much you load up. I've smoked P. A. for years—I ought to know!

If you don't know the contentment and satisfaction of a pipe, I urge you to go and get one right now. Fill it with good old Prince Albert and smoke up. You'll enjoy it as you never enjoyed a smoke before. You'll want your pipe for a constant companion from that time on, or I miss *my* guess. Try it!

Not only quality, but quantity, too—TWO full ounces in every tin.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 UP

LIGGETT & MYERS EARNINGS BOOSTED

ACCORDING to the *Wall Street Journal*, tobacco trade authorities estimate that the recent advance in cigarette prices will mean between $4 and $4.50 a share additional earnings for Liggett & Myers Tobacco Company in a year. Last year ernings were $6.82 a share, and it is estimated that around $7.50 a share will be shown on the common stock this year. For 1930 the predictions are between $10 and $11 a share.

In some quarters it is pointed out that there is a possibility of a stock dividend being declared as the company has 52 per cent. of the amount of stock outstanding available for such a purpose. Current cash dividend rate is $5 a share, including $4 regular and $1 extra.

SCHULTE-UNITED NOW HAS 85 STORES

Schulte-United 5-cent to $1 Stores, Inc., reports that at the end of September eighty-five stores were in operation in their chain of merchandise stores as compared with forty-seven at the end of January.

The volume of business for September was $1,795,977, as compared with $687,368 for January.

The increase in the number of stores was 81 per cent. while the increase in volume of business was 161 per cent. "These figures disprove contentions of saturation in the chain store field. The movement is still in its infancy and is capable of much greater growth in the next ten years," said A. N. McFayden, president of the company.

NO RAISE IN SCHULTE PRICES AS YET

The meeting of officials of the Schulte Retail Cigar Stores Company to consider raising the price of the popular brands of cigarettes to fifteen cents each instead of two for a quarter, was again postponed and prices in the Schulte stores remain the same as before the recent increase in price by the manufacturers.

U. S. TOBACCO GIVES 20 PER CENT. STOCK

AT a meeting of the Board of Directors of the United States Tobacco Company, held on October 14th, John M. DeVoe was elected president of the Company to fill the vacancy made by the death of Jonathan Peterson a short time ago.

At a previous meeting of the Board, held on September 26th, a twenty per cent. stock dividend was authorized on the common stock, payable October 25th to stockholders of record October 7th.

A short time ago the cash dividend on the common was raised from an annual basis of $3 to an annual basis of $4.

Mr. DeVoe has been vice president of the United States Tobacco Company since 1922 and prior to that time he spent seventeen years in charge of the Chicago factory of the Company.

Mr. DeVoe is the son of the late Augustus A. DeVoe, and a grandson of the late Isaac DeVoe, who founded the snuff business at Helmetta, N. J.

For the eight months ended August 31, U. S. Tobacco earned $1,782,958. After allowing for the preferred dividends, this was equal to $4 a share on the 381,542 shares outstanding before the payment of the twenty per cent. stock dividend. On the 457,850 shares to be outstanding after payment of the dividend, such earnings were equal to $3.47 a share.

Snuff production in the United States in recent years has shown a moderate growth, output in 1928 establishing a new high record at 40,655,395 pounds, an increase of 500,603 pounds or 1.2 per cent. over the previous record production of 40,154,792 pounds in 1927. In line with this increase in snuff output, net income of U. S. Tobacco in the year ended December 31, 1928, also established a new record at $2,660,390, a gain of $83,519, or 3.2 per cent. over the previous year's net of $2,576,871.

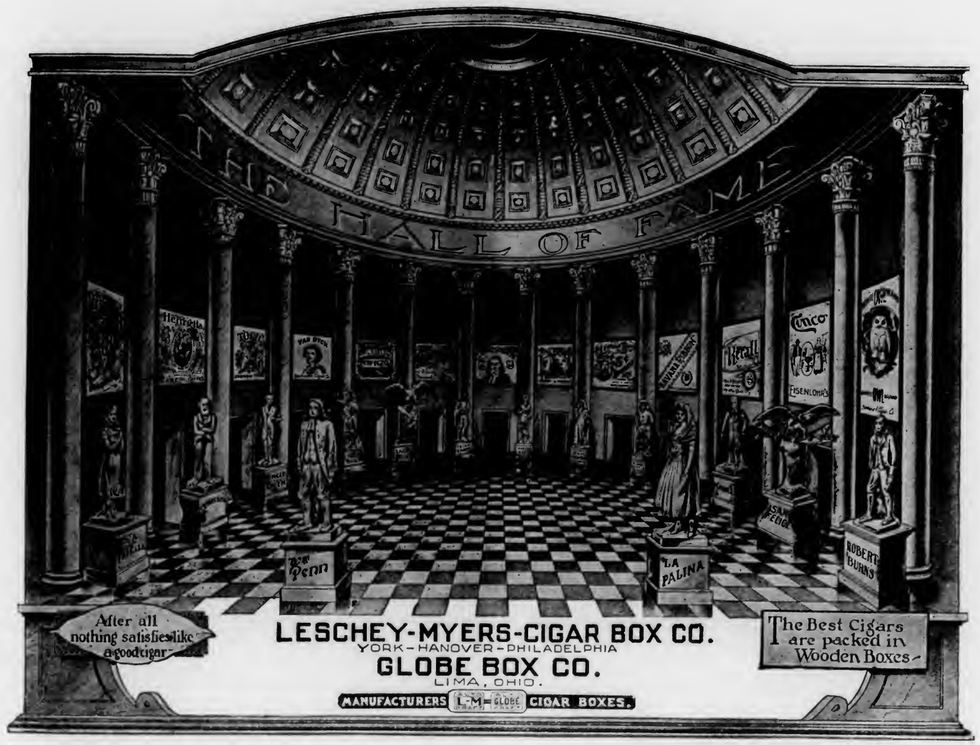
Based on its balance sheet as of August 31st, United States Tobacco is a very rich company, with a working capital of $26,560,000, equal after deducting preferred stock of $5,520,000 to $54 a share on the 381,542 shares of common, reports the *Wall Street Journal*. Incidentally, United States Tobacco's current liabilities amount to only $88,643.

United States Tobacco has its investments down in assets at a valuation of only $7,885,000. It is claimed that the market value of these securities, accumulated over a long period, is more than double that figure.

GLASER-JUDELL UNITE

An announcement has been made to the trade on the Pacific coast that Glaser Brothers-Judell Company has been formed through the co-operation of the activities of Glaser Brothers and H. L. Judell & Company, and is now operating.

It is hoped to give better service and to increase efficiency through the combination of the two firms. They will occupy the same offices and use the same distribution facilities. H. L. Judell & Company have been distributing cigars and tobacco products on the Pacific coast for more than forty years, and the combination will maintain twelve branches throughout the State of California handling the brands of the Consolidated Cigar Corporation, American Cigar Company, Alhambra Cigar and Cigarette Manufacturing Company and the La Insular Cigar Factory.



REYNOLDS TOBACCO EARNINGS INCREASE

IN RESPONSE to a telegram sent out by Louis Guenther, publisher of the *Financial World*, following the break in the stock market last week, and asking for a frank expression of their candid opinion of the business prospect as to their respective industry and corporations, Bowman Gray, president of the R. J. Reynolds Tobacco Company, replied: "The industry as a whole has made distinct progress during the current year and in my opinion was never in sounder condition. With respect to R. J. Reynolds Tobacco Company, all departments of the company's business have shown increases for the year, sales being well ahead of the corresponding period last year. Profits for the nine months preceding the recent price adjustment were substantially better than for the corresponding period of last year."

Bartlett Arkell, president of the Beechnut Packing Company, replied: "The business which the Beechnut Packing Company is doing is extremely satisfactory and even when the higher figures for the stocks prevailed there was no temptation on my part to sell a single share of Beechnut stock in another business in which I am largely interested and which is the best barometer of general business that I know of. I find conditions of business absolutely helpful; there has been no trouble with business but there has been a great deal of trouble with the American people who live either in the heights or in the depths."

FRENCH TO IMITATE AMERICAN FAGS

When the American expeditionary forces were in France during the great war, Yankee soliders gave millions of Frenchmen an opportunity to try out American cigarettes. The superiority of the American brands made a great impression on the Frenchmen, whose cigarettes are manufactured mainly from strong tobacco grown in Algeria.

The sale of American brands in France has been growing at a rapid pace and the French tobacco monopoly has decided to try to imitate the American flavor. The tobacco in the monopoly factories will be sprayed with a mixture of glycerine and brown sugar and after being cut and dried will receive a second shower bath of rum glycerine and other flavoring extracts.

YUILLE ELECTED DIRECTOR OF UNIVERSAL LEAF

Following a meeting of the board of directors of the Universal Leaf Tobacco Company, held in Richmond, Va., on Saturday, October 5, Chairman, W. A. Willingham, announced that Thomas B. Yuille had been elected a director of the company. Mr. Yuille was president of the company from the time of its inception in 1918 until about 1923, when he resigned to become president of the Tobacco Products Corporation. Mr. Yuille resigned as president of that corporation about two years ago and has maintained personal offices at the headquarters of the Universal Leaf Tobacco Company in New York City since that time.

MENGEL DIVIDEND

The board of directors of the Mengel Company, Louisville, Ky., manufacturers of cigar boxes, etc., has declared a dividend of fifty cents on the common stock of the company, payable November 15th to stockholders of record November 1st.

A. T. CO. PAYS $2 EXTRA

THE board of directors of the American Tobacco Company on Wednesday declared an extra dividend of $2 on the common and common B stock of the company. This is in addition to the regular quarterly dividend due at this time on both classes of stock and brings the dividend payment for this year to $10 a share. Both dividends are payable December 2d to stockholders of record November 9th.

George W. Hill, president of the company, stated that recent favorable changes in cigarette prices had greatly improved the company's position and confirmed his judgment that the directors would be justified during 1930 not only in increasing the dividends but in recommending to stockholders a split-up of the stock.

HARTMAN COMPANY BUYS GERSHEL'S

The Hartman Tobacco Company, of Hartford, Conn., has announced the purchase of the plantations, warehouses and the 1929 crop of Connecticut shade-grown tobacco of L. Gershel's Son, Inc., who maintain offices at 171 Water Street, New York City.

The New York office of L. Gershel's Son will become the office of the Hartman Tobacco Company under the personal management of Maurice L. Gershel, and Messrs. Maurice and George Gershel will become officers of the Hartman Tobacco Company.

Included in the property transferred to the Hartman corporation by the deal are 376 acres of tobacco land located in South Windsor, Hockanum, Granby, East Granby and East Windsor Hill, and the crop produced on this land this year. The price is understood to be about $800,000.

The Gershel Company, officers of which are Maurice L. Gershel, president, and George F. Gershel, secretary and treasurer, has been in existence since 1856, and is one of the oldest tobacco packing companies in the country.

Started originally by Leopold Gershel in Troy, N. Y., to manufacture cigars, in 1866 the company discontinued its cigar manufacturing business to devote all of its energy to the packing of leaf tobacco.

Maurice L. Gershel, now president of the company, is the son of the founder, and the secretary-treasurer, George F. Gershel, is the founder's grandson.

Both Gershels will become officers of the Hartman Tobacco Company at the next stockholders meeting, and henceforth they will devote all of their time to the Hartman business. The New York office of the Gershel company at 171 Water Street will now become the New York headquarters of the Hartman Tobacco Company, with the elder Gershel in charge.

The land acquired by the Gershel deal, added to that taken over in the Marquese deal, has added 626 acres of fine shade tobacco land to the Hartman holdings within the last month, and brings, it is understood, this corporation's total shade acreage somewhere near 2000 acres or about one-fourth of the land used for shade tobacco in the Connecticut Valley.

MORRIS SCADRON HERE

Morris Scadron, of the Nordacs Cigar Company, was a recent visitor in Philadelphia, going the rounds of the retailers and securing orders for his brand for the holidays. The "Nordac" brand has been featured by the Holt Cigar Stores here for some time with excellent results.

TARIFF BILL HAS HARD ROAD

A RECENT special bulletin from the Tobacco Merchants Association of the United States, with headquarters in New York City, states:

"Reported to the Senate on September 4th last, the tariff bill is still being debated, with no definite indication as to when voting on the rate schedules may be reached.

"The farm debenture plan, which was passed by the Senate last May in connection with the farm relief measure and subsequently killed by the Conference Committee, has now been injected in the tariff measure. This will probably endanger the very enactment of the tariff bill, for the House is unlikely to adopt the debenture plan, while the Senate will probably refuse to recede, thus causing a severe deadlock.

"There are less than thirty-five legislative days left of the special session, and even if the consideration of the rate schedules should be reached this week, as expected, it seems hardly probable that the entire measure can be disposed of before the expiration of the current session, for it is to be noted that the sugar schedule alone, which is so sharply opposed, together with the chemical schedule and its numerous controversial items, must inevitably take up a great deal of time, to say nothing of some of the other schedules of major importance.

"As regards the tobacco schedule, which is the sixth on the list, or the other schedules (except sugar) in which the tobacco industry is interested, and which are much farther down, it seems hardly likely that they can be reached for a long time to come, unless the Senate should defer consideration of the major schedules in regard to which there is a great divergence of opinion and which are ahead of the tobacco schedule, namely:

"Chemicals (Schedule 1); Metals (Schedule 3);

"Earthenware (Schedule 2); Wood (Schedule 4);

"Sugar (Schedule 5).

"Postponement of these schedules, however, seems to be unlikely.

"There is quite a strong agitation for night sessions, but it seems doubtful whether even night sessions would sufficiently expedite the measure to make its final passage probable before the expiration of the current session.

"However, the mere termination of the special session would not mean the death of the tariff bill, for it would still remain as an unfinished measure to be considered at the coming regular session, which is to convene in December.

"In accordance with our usual practice, we shall, of course, promptly report any new developments in the situation which may be of interest to the tobacco industry."

HEALTH CIGAR COMPANY BUYS PINKUS

Announcement has been made of the purchase of Pinkus Brothers, business and assets, by the Health Cigar Company, manufacturers of "Sano" cigars, cigarettes and tobacco.

Pinkus Brothers, Inc., is now a subsidiary of the Health Cigar Company, and the following officers have been elected: Max Simpson, president; Charles C. Goodfellow, vice-president; Irvin Studwell, secretary, and Frank Swick, treasurer.

These men are all well known throughout the trade and the quality of the brands to be manufactured will never be in doubt with this array of talent at the management end of the business.

"Folks, how can I make Whoopee *up here* . . . when *down in front* the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.
"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.
"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."

(SIGNED) Eddie Cantor

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

EAT A CHOCOLATE . . . LIGHT AN OLD GOLD . . . AND ENJOY BOTH

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

A CIGARETTE CAMPAIGN THAT IS DIFFERENT

RECENT cigarette advertising has given tobacco a very minor mention. There have been curative campaigns, entertainment campaigns, reminder campaigns. But the tobacco itself has been neglected to almost a startling degree.

That is why the new "Melachrino" campaign is so novel. It is so obvious that it is original; so basic that it is an innovation. For in this campaign the Union Tobacco Company talks nothing but tobacco, tobacco, tobacco, from the first words of the headline to the last words of the urge to buy.

The theme of the "Melachrino" campaign is the idea that the popular priced cigarette, whatever may be its brand name, is composed chiefly of domestic tobacco. The "Melachrino," on the other hand, is purely a Turkish cigarette. So, says the copy, if you want a cigarette that is really different—if you want a real change in the tobacco you smoke—try a "Melachrino" and see what a Turkish cigarette has in the line of satisfying your taste.

The contrast between "Melachrino" and other cigarettes is brought out in a series of situations. One advertisement shows a merry-go-round, with its many-colored horses traveling in an endless circle. The headline suggests that after the smoker has ridden all the horses, he might as well get off the merry-go-round. The suggestion, of course, is that domestic tobacco is the merry-go-round, that the horses are the various popular cigarettes, and that the smoker, leaving the merry-go-round, should turn to "Melachrino" and get a new smoking sensation. Cartoon illustrations and a comparatively light copy treatment free the competitive aspect of this campaign from the deadly seriousness which often disfigures competition in copy.

Back of the "Melachrino" campaign lies the feeling that a success can be made of a hard-packaged, Turkish cigarette, priced considerably above the "popular" level. Turkish cigarettes, as a class, have been at a low ebb during the past several years. Yet many smokers prefer Turkish tobacco alone. Many of them have been smoking domestic tobacco because the home-grown cigarette has been so much more powerfully advertised than the imported variety. These are the smokers that "Melachrino" attempts to cultivate.

The selling aspect of the "Melachrino" campaign is one of the many questions to which time holds the only certain answer. Meanwhile, however, from an advertising standpoint, the "Melachrino" campaign is certainly an attempt to bring cigarette advertising back to the cigarette—a logical subject which has none the less been remarkably ignored. A fresh treatment, a new treatment, and a direct treatment of the cigarette story, the "Melachrino" series seems well calculated to focus popular attention upon the Turkish cigarette with purely Turkish tobacco. That there is a market for the Turkish cigarette, the sale of "Melachrinos," even during the apex of the domestic brands, conclusively indicates. That this market can be broadened, that there are several hundred thousand American smokers who will take to Turkish tobacco once it has been brought to their attention, is the theory on which the "Melachrino" campaign is based. It is apparently a logical theory; it is presumably a sound idea.

And, meanwhile, the "Melachrino" campaign is a refreshing departure from cigarette advertising in which the cigarette—or its tobacco—plays very much a minor role. Much of the present cigarette advertising is extremely ingenious; in at least two cases contemporary campaigns have more than justified themselves in the matter of immediate sales results. But that a cigarette campaign should sell tobacco is certainly news. That it should sell tobacco in a novel and interesting manner is news to an even greater degree. Opinions may differ as to the potential market for a Turkish cigarette. But that such a market is worth cultivating is hardly to be denied. And that the "Melachrino," by its straight selling story on Turkish tobacco, has identified itself as *the* Turkish cigarette is also obvious. Cigarette advertising has sold so many things beside the cigarette itself that a shift back to the cigarette and its tobacco is indeed welcome. It is particularly welcome from the standpoint of advertising integrity; it should be welcome from the selling standpoint as well.

PHILIPPINE MARKET, SEPTEMBER, 1929

THE MANILA tobacco market continued quiet during September, advises Trade Commissioner George C. Howard in a radiogram to the Tobacco Section, Department of Commerce. Certain inquiries originating in the United States resulted in no transactions, as offers made were considered lower than exporters would accept, due to higher prices being paid for tobacco of the 1929 crop on the Manila market. Exports of stripped leaf and scraps during the month amounted to 548,284 pounds, of which amount the United States took approximately 357,145 pounds, China 27,337 pounds, Hongkong 69,445 pounds, Japan 26,455 pounds, and Europe 46,297 pounds. Cigar exports to the United States amounted to 15,477,900, compared with 19,455,000 for September, 1928.

RUSH FOR BRITISH-AMERICAN SHARES

The recent issue of 6,000,000 second preference shares of the British-American Tobacco Company, London, England, was more than four times oversubscribed by present shareholders and the outside public anxious to become shareholders in the company.

Present shareholders received 25 per cent. of the amount of their applications. While the general public for applications of less than two hundred received none, applicants for two hundred and fifty shares received twenty-five; applicants for five hundred shares received thirty-five and applicants for one thousand shares received seventy.

GENERAL CIGAR EARNINGS INCREASE

The General Cigar Company reports net profit for the quarter ending September 30, 1929, of $1,144,570 after charges and federal taxes. This compares with $823,926 for the corresponding quarter of 1928. Net profit for the first nine months of 1929 was $2,956,332 as compared with $1,700,078 for the same period of 1928.

"WILLIAM PENN" SALES INCREASE

The General Cigar Company reports that for the year ending August 1st, sales of "William Penn" cigars showed an increase of 103,000,000 cigars over the previous yearly period. This brand has been showing a steady increase each month for many months and the company points out that the gain for all brands in Class A for that period was 179,000,000, indicating that the "William Penn" brand accounted for considerably more than 50 per cent. of the total increase in Class A.

ARMISTICE DAY PROGRAM FOR "OLD GOLD"

FRENCH and American airs will mark the celebration of Armistice Day by Paul Whiteman and his Old Gold Orchestra during the regular weekly Old Gold Hour, 9 to 10 P. M., New York time, Tuesday, November 5th, over Station KHJ, Los Angeles, and a nation-wide network of the Columbia Broadcasting System, continuing the second series of Whiteman's broadcasts from the Pacific Coast.

Among the patriotic airs included will be "Stars and Stripes Forever," "Over There," "Madelon," "On the Boulevard," "Ca C'est Paree," and a group of wartime waltzes.

John Boles, distinguished tenor, who is now appearing in the talking and singing motion picture version of the Ziegfeld success "Rio Rita," will be the guest of Paul Whiteman and "Old Gold" for this program, Mr. Whiteman offering the theme song of his film success. Mildred Bailey, Bing Crosby, and Jack Fulton will again sing individual numbers.

The complete program follows:

Old Gold-Paul Whiteman Hour

1. Stars and Stripes Forever
   Over There—Quartet
2. French Medley (Foxtrot)
   a. Madelon
   b. On the Boulevard
   c. Ca C'est Paree
3. Wartime Waltz Medley
   a. Roses of Picardy
   b. Dear Old Pal—Crosby
   c. My Buddy
4. Rio Rita from "Rio Rita"
   Willow Tree—Mildred Bailey
   Miss You—Trio
5. Mississippi Dry—Mildred Bailey
   Tip Toe Through the Tulips—Rhythm Boys
6. Old Gold Dance
   Marianne—Trio
   Jericho
7. Lonely Troubadour—Jack Fulton
   Baby Where Can You Be—Crosby
8. Piccolo Pete
9. "Do You Remember That Night" Medley (Foxtrot)
   a. Hot Time in the Old Town Tonight
   b. Katie
   c. Goodbye Broadway, Hello France
   d. Yankee Doodle
   e. Dixie

THE SUMATRA TOBACCO CROP

Answering a cable request for late information covering the present Sumatra tobacco situation, Consul General Hoover, Amsterdam, advises the Tobacco Section, Department of Commerce, through the Secretary of State, as follows:

"Plantation companies, including Delimaatschappy, state that the Sumatra tobacco harvest is just ending; that the leaves are now undergoing fermentation and that sorting has just begun, so that no accurate information, either with reference to the amount of the crop or the condition of the leaves, can be made at this time. Weather conditions during the season were very unfavorable and the storm did some damage, but A. Cremer, the president of the Delimaatschappy, believes that the damage will not be as much as had been feared, although the American grades will be less on account of the drought. The general opinion is that crop will be medium as regards both quantity and quality, although the quantity may amount to the maximum."

BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY
8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha	KOIL	Syracuse	WFBL
Boston	WNAC	Council Bluffs		Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WCCO
Oil City	WLBW			Detroit	WGHP

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA SPECIALS

EVEN at 2 for 25¢ these cigars were a wonderful value. Now—with nothing changed but the price, they are easily the biggest dime's worth of cigar satisfaction ever offered.

Anticipate the tremendous demand for this fast selling size—and stock up **now!**

La Palina **"Specials"** are packed in a Glass Humidor Container to preserve the original freshness, flavor and fragrance.

CONGRESS CIGAR COMPANY, INC.
Philadelphia, Pa.

Now 10¢

UNITED PASSES DIVIDEND

THE board of directors of the United Cigar Stores Company, which was elected last August when management of the company passed from the Whelan interests, has omitted payment of the regular quarterly dividend of $1.50 due on the preferred stock at this time.

In a statement issued after the meeting on October 19th, it was announced that an audit of the books revealed that for some time past dividends "have been paid very largely out of the company's surplus." The statement further said that "the so-called cigarette price war itself has had a very material effect upon the earnings for this year."

Following this announcement, Watson Washburn, Assistant Attorney General in charge of the Bureau of Securities in New York State, announced that the financial affairs of the United Cigar Stores Company would be investigated.

In a letter to Mr. Washburn from Wilbur L. Cummings, attorney for and one of the directors of the United, it was stated that "the company's surplus at December 31, 1928, is, however, largely in excess of all surplus adjustments now contemplated and all dividends paid during the year. But in view of the fact that the company has not earned, and probably will not earn this year, the full year's dividend requirements on its outstanding stocks it seemed to the new board of directors to be the more conservative policy to suspend the payment of dividends until the auditors' port had been completed and until such time as the current earnings of the company would justify the resumption of dividend payments."

WOMEN SMOKERS CRITICIZED

Taking into consideration the department of commerce announcement that 102,756,000,000 cigarettes were consumed in the United States last year, the effect of preaching against cigarettes has been negative. The difference between this total and 97,307,614,719 represents the increased consumption since 1927, and, this increase is attributed to women smokers.

But there is an angle to the smoking habit among women that seems of greater significance, according to the *Toledo Blade*, if not a matter of greater concern than possible physical dangers. It is charged that the women smokers are responsible for a laxity in refinements that once existed among men smokers. They smoke anywhere; in railroad coaches and in dining rooms and parks, wholly disregarding restrictions that were at one time observed.

It has been suggested that a manual of conduct for smokers attached to each package of cigarettes might produce a measure of reform. There is a tradition, and it is not pleasant to recall, that women who drink intoxicating liquors are less tidy, if the least objectionable phrase may be used, than are men.

If the women smokers cannot be persuaded to give up the habit—a doubtful undertaking—they may refine their smoking mannerisms.

POTTSTOWN DEALER FILES PETITION

A voluntary petition in bankruptcy was recently filed by Harry S. Hartzell, tobacco dealer, of Pottstown, Pa.

Liabilities were listed at $7366 and assets at $8068. Thomas Hallman is the referee in the case.

News from Congress

(Continued from page 8)

investment and less obsolescence. This same standardization may lead to the adoption of the varieties remaining as 'standards.' To this extent, simplification is the forerunner of standardization. Simplification originates sometimes with the manufacturers, sometimes with the distributors and other times with the purchasers of a commodity."

Internal Revenue Collections Gain

Internal revenue collections from the tax on tobacco manufactures during the first nine months of 1929 totaled $341,447,987.47, against $309,984,296.47 in the corresponding period in 1928, according to figures just compiled by the Bureau of Internal Revenue.

Increased receipts from the tax on cigarettes and cigarette papers and tubes, etc., were responsible for the gain of approximately $30,000,000 during the period, collections from the former totalling $271,671,338.39, against $239,889,371.27 a year ago, and the latter, $1,011,652.57, against $913,628. Declines were recorded in revenue receipts from cigars, which totalled $16,380,886.83, against $16,389,041.99, and manufactured tobacco and snuff, $52,384,109.68, against $52,792,255.21.

A breakdown of the tobacco tax collections, giving receipts by states and classifications, is shown in the following table:

Statement of Internal Revenue Receipts from the Tax on Tobacco Manufactures, etc., for the First Nine Months of the Calendar Year 1929, by States.

States	*Cigars*	*Cigarettes*
California	$194,061.19	$9,756,690.38
Delaware	54,865.50	.....
Florida	2,109,904.52	8,800.07
Illinois	194,899.45	9,065.26
Indiana	443,938.21	23.16
Kentucky	168,626.77	7,994,280.00
Louisiana	170,920.64	6,648.12
Maryland, including District of Columbia	96,517.31	96.99
Massachusetts	291,121.97	9,368.70
Michigan	786,394.01	5,943.28
Missouri	66,505.27	45,334.43
New Hampshire	172,922.64	3.00
New Jersey	2,149,062.28	13,299,442.38
New York	1,552,772.92	18,029,092.18
North Carolina	39,130.83	168,497,536.95
Ohio	868,058.72	44.94
Pennsylvania	5,161,719.14	2,913,219.91
Tennessee	166,652.25	1.76
Virginia	806,756.49	51,082,350.07
West Virginia	125,293.15	916.20
Wisconsin	117,796.52	37.11
All other states	403,110.10	841.03
Philippine Islands	239,856.95	11,602.47
Total	$16,380,886.83	$271,671,338.39

(Continued on Page 18)

CIGARS SHOW SLIGHT INCREASE IN SEPTEMBER

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1929, and are issued by the Bureau. (Figures for September, 1929, are subject to revision until published in the annual report):

Products	*Sept., 1928*	*Sept., 1929*
Cigars (large):		
Class A.....No.	299,215,560	329,422,555
Class B.....No.	56,468,980	50,441,410
Class C.....No.	216,188,658	197,920,000
Class D.....No.	12,416,896	12,371,106
Class E.....No.	1,976,420	1,583,309
Total.....	586,266,514	591,738,380
Cigars (small).....No.	36,167,626	37,977,000
Cigarettes (large).....No.	1,150,833	871,975
Cigarettes (small).....No.	9,126,270,696	10,350,543,893
Snuff, manufactured...lbs.	3,193,977	3,454,399
Tobacco, manufactured.lbs.	28,595,140	28,805,259

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the September Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of September:

Products	*Sept., 1928*	*Sept., 1929*
Cigars (large):		
Class A.....No.	9,205,300	10,978,750
Class B.....No.	681,500	103,000
Class C.....No.	2,512,050	898,460
Class D.....No.	1,200	12,000
Total.....	12,400,050	11,992,210
Cigars (small).....No.	1,000,000	1,000,000
Cigarettes (large).....No.	500,000	500,800
Cigarettes (small).....No.	150,000	105,000

Tax-paid products from the Philippine Islands for the month of September:

Products	*Sept., 1928*	*Sept., 1929*
Cigars (large):		
Class A.....No.	17,524,795	17,119,435
Class B.....No.	387,330	234,963
Class C.....No.	96,936	49,004
Class D.....No.	526	151
Class E.....No.	3,710	14,870
Total.....	18,013,297	17,418,423
Cigarettes (small).....No.	545,800	503,660
Tobacco, manufactured.lbs.	49	174

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the September Statement of Internal Revenue Collections

Objects of Taxation	*First three months Fiscal year 1929*	*1930*
Tobacco manufactures:		
Cigars	$6,107,206.63	$ 6,042,758.62
Cigarettes	88,455,698.98	96,036,941.17
Snuff	1,701,533.96	1,739,251.89
Tobacco, chewing and smoking	15,745,993.12	16,160,228.48

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

NEW ENGLAND CROP WILL BE SHORT

ALTHOUGH the total area planted for all types of tobacco this year in the United States amounted to little more than 2,000,000 acres, hailstorms and other causes damaged portions of the leaf crop in some States so that in all probability the acreage remaining for harvest will not exceed that of previous years, according to the New England Crop Reporting Service announcement.

The report states that "outside of the hail-damaged area of Connecticut, the tobacco crop turned out very well. Those fields within the hail-cut area from which some tobacco was harvested averaged about 50 per cent. of what could be expected normally. Of course there are many fields in this area which yielded nothing."

"Total production for Connecticut is placed at 25,168,000 pounds, of which 8,990,000 pounds is broadleaf, 8,840,000 pounds is Havana seed, 7,030,000 pounds is shade and 308,000 pounds is Havana primed. The Massachusetts crop was placed in the barns under very favorable conditions. Production for the State is estimated at 10,175,000 pounds, of which 8,322,000 pounds are Havana seed, 1,400,000 pounds are shade and 433,000 pounds are broadleaf.

"For New England the tobacco crop this year is about 4,000,000 pounds below that harvested last year and 11,000,000 pounds below the five-year average."

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SEVEN BLEND:—45,595. For cigars. October 2, 1929. A. L. Bowman, Hickory, N. C.

JOBBERS SPECIAL:—45,596. For all tobacco products. October 14, 1929. Smith Cigar Co., Hanover, Pa.

VAN FISK:—45,597. For cigars, cigarettes and tobacco. October 11, 1929. Worch Cigar Co., St. Paul, Minn.

K S T P:—45,599. For cigars, cigarettes and tobacco. October 18, 1929. Worch Cigar Co., St. Paul, Minn.

TRANSFERS

WATT:—40,911 (T. M. A.). For cigars. Registered December 24, 1918, by H. L. Judell & Co., San Francisco, Cal. Transferred to Haas Bros., Cincinnati, Ohio, and re-transferred to H. L. Judell & Co., San Francisco, Cal., October 7, 1929.

MONTICELLO (Tobacco Leaf, Tobacco Record, U. S. Tobacco Journal). For cigars. Registered May 25, 1887, by Lichtenstein Bros. & Co., New York, N. Y. Through mesne transfers acquired by D. Emil Klein Co., Inc., New York, N. Y., and re-transferred to John Wagner & Sons, Philadelphia, Pa., October 28, 1929.

CRRECTED PUBLICATION

SNYDER OFFICIAL:—45,594. For cigars. Registered September 30, 1929, by Alvin G. Dubs, York Co., Pa.

SECOND DIVORCE DECREE FOR MRS. INMAN

A second decree of divorce was entered in Reno recently for Walter P. Inman, son of Mrs. James B. Duke, widow of the late millionaire tobacco manufacturer, against Helene Garnett Patton Inman, daughter of a Kohomo, (Ind.) clergyman.

The first decree, granted last April provided $1250 a month until November, 1932. In the decree granted yesterday, Mrs. Inman receives $5000 lump alimony and $1250 a month until December, 1932. From that date on she will receive $750 a month for life, even if she remarries. Attorneys for Mrs. Inman, under the new agreement, will receive $25,000 fees.

News from Congress

(*Continued from page 16*)

Summary of Internal Revenue Receipts from Tobacco Manufactures, etc.

First Nine Months of Calendar Years

Sources	1928	1929
Cigars	$16,389,041.99	$16,380,886.83
Cigarettes	239,889,371.27	271,671,338.39
Manufactured tobacco and snuff	52,792,255.21	52,384,109.68
Cigarette papers and tubes, etc.	913,628.00	1,011,652.57
Total (all sources).	$309,984,296.47	$341,447,987.47

PENNSYLVANIA CROP ESTIMATE LOWER

ACCORDING to an announcement of the Pennsylvania Federal-State Crop Reporting Service, "The indicated Pennsylvania tobacco production on October 1st was slightly lower than a month ago. Rains benefited the late plantings. Frost did some damage and condition in the binder district is exceptionally low. Much of the Lancaster County crop is harvested and is reported curing nicely.

Tobacco crop prospects in the United States increased slightly during September and the total production is now estimated to be 10,000,000 pounds in excess of the September 1st forecast. The area grown this year exceeded 2,000,000 acres for the first time on record, but the estimated yield of 735 pounds per acre is only about 2 per cent. above the unusually low yield produced last year and more than 5 per cent. below the average during the previous ten years.

Total production of large cigars during August, as indicated by the sale of stamps, is slightly under the output for the same month in either 1927 or 1928, but the number of Class A cigars, 337,280,665, is the highest August production in the last five years. Close to 11,000,000,000 cigarettes were manufactured, which figure has been surpassed only one month since 1924."

HAVANA LITHO. CO. OFFERS STOCK

Last week, Paine, Webber & Company offered to the public a new issue of 15,250 units consisting of one share of 7 per cent. cumulative convertible preferred stock and two shares of common stock of Havana Lithographing Company at $110 per unit. The 7 per cent. cumulative convertible preferred stock is convertible at the option of the holder into common stock at the rate of three shares of common stock for each share of preferred any time prior to October 15, 1934, and on or after said date at the rate of two and one-half shares of common stock for each share of preferred. In case of preferred stock called for redemption, the conversion right may be exercised at any time up to and including the day preceding the date fixed for redemption.

The Havana Lithographing Company was incorporated under the laws of the Republic of Cuba in 1907 as a consolidation of three leading Cuban lithographing companies then in existence. In 1922 it acquired the business and assets of its principal competitor, the firm of Estrugo & Maseda.

The company conducts a business in both stone and photo lithography, steel die and copper plate embossing, printing and binding and all types of commercial lithography. Its business is closely related to the tobacco industry and approximately 60 per cent. of the company's sales are in the form of cigarette boxes, cartons, cigar labels and bands, etc.

Average earnings for five and one-half years were equivalent to over two and one-third times the annual dividend requirements of $126,000 on the 7 per cent. cumulative convertible preferred stock to be outstanding upon completion of this financing. After the deduction of preferred stock dividends, the five and one-half year average earnings were equivalent to $1.48 per share on the common stock to be presently outstanding. Earnings for eighteen months ended June 30, 1919, were at the annual rate of $1.52 per share.

LIBRARY RECEIVED NOV 19 1929 U. S. Department of Agriculture.

NOVEMBER 15, 1929

VOLUME 49 No. 22

THE TOBACCO WORLD

CBS

BLACKSTONE CIGARS

GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time

7 P. M., Central Standard Time

OVER THE COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha	KOIL	Syracuse	WFBL
Boston	WNAC	Council Bluffs		Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WCCO
Oil City	WLBW			Detroit	WGHP

POSTMASTER CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

The best display makes the quickest sale

Under the glass of a retailer's cigar counter, usually nothing but cigars in wooden boxes! Why? Uniformity of container sizes. Attractiveness of display. Economy of space. Best presentation of brand names. Strongest selling appeal.

Wooden boxes afford customers the easiest means of comparing sizes, shapes, colors and workmanship of the cigars, without the necessity of promiscuous handling. No other form of container offers so many selling merits to the interest of buyer and seller alike. It is good business to pack your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Mind workers smoke cigars--not because they must, but because it is a form of tobacco they can enjoy without "slowing up."

Volume 49

THE TOBACCO WORLD

Number 22

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, NOVEMBER 15, 1929 — Foreign $3.50

LARGE BLOCK OF EISENLOHR STOCK SOLD

AN AFTERMATH of the extreme break in the stock of Webster Eisenlohr, Incorporated, makers of well-known cigars and controlled by the United Cigar Stores and the Schulte Retail Stores Corporation through the Union Cigar Company, a subsidiary, came to light yesterday in the auctioning off of more than one-third of the outstanding common stock at 2.12½ a share. The block that was knocked down to the highest bidder consisted of 189,760 shares, out of 493,406 outstanding common shares.

The high price of the stock for the year on the Stock Exchange was 113⅜ and the low was 4. The auction price, therefore, represents nearly half less than the low price for the year.

At the high price this year the stock that changed ownership yesterday over the auction block had a market valuation of $21,491,320. The total price brought by the stock yesterday was $403,240, a decline of $21,088,080 from the high for the year.

Spirited bidding that started at fifty cents a share started the sale in the auction rooms of Adrian Muller & Sons, 56 Vesey Street. Both the buyer and seller refused to disclose their names or the interests they represented.

In view of the fact that Schulte-United Cigar interests are most deeply interested in the company, which manufactures many well-known brands of cigars, it would occasion no surprise of it were disclosed that these interests are interests affiliated with them had taken up the stock, increasing their holdings in the company.

As to the source of the stock, nothing definite could be learned, but the recent death of Anthony Schneider, who fell from a window in the Hotel Beverly, Lexington Avenue and Fiftieth Street, on the morning of October 29, was recalled. Mr. Schneider was president of the Union Cigar Company and of Webster Eisenlohr, Incorporated.

The company was formed in Pennsylvania in 1916, under the name of Otto Eisenlohr & Brothers, Incorporated.

The sale of this large block of stock will of course have no bearing on the continued progress and operation of Webster Eisenlohr, Incorporated, except that it denotes a change of ownership of a minority interest in the company.

The Webster Eisenlohr Company has in recent months built up a much larger gross business with a corresponding increase in net earnings available for dividends.

Accordingly, the net income in the first six months of 1929 amounted to $237,723, or more than four times the earnings for the same period of 1928. Still further progress is indicated in the report for the eight months ending August 31, 1929, which shows earnings for the two months of July and August of more than

(Continued on Page 17)

HUGO STERN SUCCUMBS TO HEART ATTACK

MEMBERS of the tobacco industry were shocked to learn of the sudden death of Hugo Stern on October 28th following a heart attack.

Mr. Stern was one of the oldest and best known pipe manufacturers in the country, being a member of the firm of L. & H. Stern, Incorporated, pipe manufacturers, of Brooklyn, N. Y.

Mr. Stern was talking with his brother over the 'phone when seized with the heart attack and died in a short time.

Funeral services were held from his late residence on Riverside Drive on Wednesday afternoon, October 30th.

He is survived by his widow, Mrs. Bertha Sanders Stern, one son, one daughter, and four brothers. His four brothers are all connected with the tobacco industry.

He was fifty-five years old.

KOHN TO HEAD STOGIE FIRM

At a recent election of officers of M. Marsh & Sons, Incorporated, of Wheeling, W. Va., manufacturers of the well-known "Marsh Wheeling Stogie," Jerry Kohn, of Hartford, Conn., was elected president of the company to succeed Carl Brandfass, who has been president of the company for a number of years, but who has resigned. John Wolf was elected vice-president and treasurer; Harry Tabaken, who has been connected with Bobrow Brothers, for a number of years, was elected a vice-president, and Walter Katzenstein, was elected secretary. Application will be made to list the B stock of the company on the New York Curb Exchange.

UNITED DROPS SOME CUT PRICES

Last week the United Cigar Stores Company discontinued the extreme cut prices on standard popular brands of cigars, and the ten-cent sizes may no longer be purchased at five for forty cents; the two for a quarter sizes at three for thirty; the fifteen-cent sizes at five for sixty, nor the three for a half sizes at seven for a dollar. The box prices were also increased.

However, the ten-cent sizes may still be purchased at three for a quarter; the two for a quarter at two for twenty-one; the fifteen-cent sizes at two for a quarter, and the three for a half sizes at fifteen cents straight.

BAUM RESIGNS FROM PREFERRED HAVANA

David M. Baum who has been associated with the Preferred Havana Tobacco Company, has resigned from that firm. No announcement has been made as to his future plans.

PHILADELPHIA.

HOLLAND DEALER VISITING FACTORIES

JNIENHUYS, of the H. Duys & Company, Holland Branch, at Amsterdam, Holland, has been in Philadelphia for several weeks visiting the cigar factories here.

Several weeks have been spent in the Congress Cigar Factory under the guidance of Ben Schwartz, where Mr. Niehuys has been familiarizing himself with the manufacture of domestic cigars in all its phases.

Before leaving Mr. Nienhuys will also spend several weeks in the Bayuk Cigar Factory at Ninth Street and Columbia Avenue, under the guidance of H. P. Wurman where he will gather information and experience also in cigar manufacture.

He has already spent some time in Connecticut visiting leaf tobacco warehouses there.

BOLD BANDIT HOLDS UP UNITED STORE

On Sunday, November 3d, just a few minutes after noon a young man walked into the United Cigar Store at the Southwest corner of Sixth and Market Streets, and pointed a pistol at the manager behind the counter, but before he could demand money a customer came in. The bandit immediately covered the second man and forced him behind the counter, when a second customer entered.

The bandit politely stepped back and told the manager to wait on the new customer as he was in no hurry.

After the second customer had made his purchase and departed the bandit opened the cash register and pocketed the contents and then forced the store manager to open the safe. When the manager protested he did not have a key to the money box the bandit broke it open with a hatchet and departed with approximately $300, locking the two men inside the store.

The manager phoned the police who were forced to break down the door to free the men. No trace of the bandit has been found.

FRANK CRESSMAN VISITS PACIFIC COAST

B. Frank Cressman, well-known former member of the firm of Allen R. Cressman Sons, before their merger with the Mazer Cigar Company, made a recent visit to the Pacific Coast to inspect apple and peach orchards in that territory. Mr. Cressman now operates his own apple and peach orchards at Barto, Pennsylvania.

CULLMAN HEADS WEBSTER EISENLOHR

JOSEPH F. CULLMAN, JR., president of Cullman Brothers, Incorporated, leaf tobacco dealers of New York City, was elected president and a director of Webster Eisenlohr, Incorporated, on Tuesday, to fill the vacancy as a result of the accidental death of Anthony Schneider, former president of the company.

It is understood that this action was taken at the instance of the new interests that have recently become connected with Webster Eisenlohr, Incorporated.

Mr. Cullman was a director of the company several years ago at a time when it was known as Otto Eisenlohr and Brothers, Incorporated, but severed his connection at the time Cullman Brothers, Incorporated, disposed of their common stock interests to the Union Cigar Company.

Mr. Cullman is recognized in the industry as a man having a wide experience in the industry and keen ability, and it would seem that a continued progress will be made by the company.

HOLT CIGAR STORE ROBBED

Early on Thursday morning, November 7th, thieves were seen to break the window in the door of the Holt Cigar Store at Fourth and Chestnut Streets, by a passerby, who immediately went in search of a policeman.

When the passerby returned with the policeman, however, the thieves had disappeared, and a check-up by the manager of the store disclosed that a quantity of imported and domestic cigars and cigarettes had been stolen together with a small amount of change which had been left in the cash register. No trace of the thieves has been found.

GALLAGHER JOINS ADVERTISING AGENCY

Joseph F. Gallagher, well-known in cigar circles in this territory as a former member of the firm of Allen R. Cressman's Sons, Incorporated, before that firm merged with the Mazer Cigar Company, and later affiliated with Otto Eisenlobr & Brothers, has joined the Richard A. Foley Advertising Agency, and become vice-president of that company.

With Mr. Gallagher's wide experience in the cigar and tobacco field, this agency is now in an excellent position to handle accounts of this nature in a highly efficient manner.

The
MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.

L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

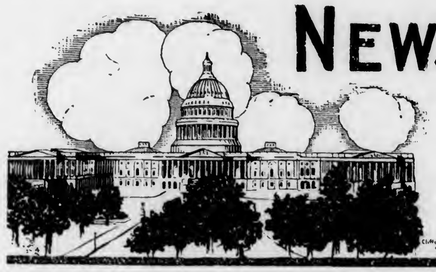
Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RECOMMENDATIONS for the simplification and greater uniformity of customs procedure and port formalities throughout the various American republics with a view to removing certain hindrances to the furtherance of inter-American trade will be drafted by delegates of the twenty-one American governments comprising the Pan-American Union at a conference to be held in Washington, beginning November 18th.

"Simplification of the formalities and, so far as possible standardization of the principles and rules of customs procedure, and elimination of unnecessary port formalities are necessary for the development of maritime communications and the normal growth of commerce between the nations of America," it is declared in the resolution calling the conference.

While there is generally similarity in principle and purpose among the American republics as regards collection of customs duties and charges, it is explained, the variety of methods by which these charges are made frequently leads to confusion, misunderstanding and delay in the conduct of business between the countries. The object of the conference is to see what can be done in the way of removing some of these obstacles.

It is not the purpose of the conference, officials of the union point out, to interfere in any way with the general tariff policies of the different countries or their rights to establish the amount of import duties and charges on different commodities, but simply to consider the methods by which these charges are made.

Inter-American trade, it is stated, has expanded so that numbers of merchants in some of the countries now buy goods from all other American republics and all of the republics maintain relations with at least two other American countries. The official opinion has been expressed in this connection that the governments as well as the business concerns and buyers interested will benefit by the removal of hampering differences in customs and port practices.

Employment In Industry Increases

Employment in the cigar and cigarette and chewing and smoking tobacco and snuff industries showed appreciable gains in September as compared with the preceding month, but declined materially from September a year ago, it is disclosed by figures just compiled by the Bureau of Labor Statistics of the Department of Labor.

Returns to the bureau from 217 cigar and cigarette producing establishments showed 56,035 persons employed during the month, against 55,790 in August, an increase of 0.4 per cent. Aggregate weekly payroll totals were $970,736, against $939,046, a gain of 3.4 per cent. As compared with September, 1928, employment fell off 3.1 per cent., but payroll totals increased 1.3 per cent. Per capita earnings of workers in the industry 2.9 percent. above August and 4.6 per cent. more than September last year.

Reports from twenty-seven chewing and smoking tobacco and snuff establishments gave 8587 as the number employed in September, against 8118 in the preceding month, with an aggregate weekly payroll total of $135,271, against $136,539, an increase of 5.8 per cent. in employment but a decline of 0.9 per cent. in weekly payroll totals. As compared with September last year, employment dropped 3.6 per cent. and weekly payroll totals declined 7.3 per cent., the per capita earnings of workers in the industry being 6.4 per cent. under August and 3.9 per cent. below September, 1928.

Government Expenditures May Be Cut

Preliminary estimates of the funds which will be required for operation of the government departments and bureaus during the fiscal year beginning July 1, next, just submitted to President Hoover, indicate that a strenuous effort will be made to keep expenditures below $4,000,000,000.

Omitting further contributions to the capital of the Federal Farm Board, which now cannot be estimated, it is figured that ordinary appropriations for the coming year will approximate $3,830,000,000, or $111,000,000 below the total appropriated for the current year. Original appropriations for the current year, together with deficiency appropriations and other sums available, totaled $3,941,000,000, and in addition there was $150,000,000 provided as capital for the Farm Board.

Reductions in expenditures will be achieved by strict economy in the operation of the government service. All of the money so saved, however, will not be returned to the treasury, but some of it, notably $10,000,000 for waterways and flood control, will be used to swell the total for important projects.

Many Corporations Show Small Profits

Only 55 per cent. of all corporations doing business in the United States in 1927 showed taxable income for their operations for the year, it is shown by figures just compiled by the Bureau of Internal Revenue. Income tax returns filed by corporations for 1927 totaled 475,031, against 455,320 in the preceding year, of which 259,649, or 55 per cent., showed taxable income, against

(Continued on Page 18)

The cheer leader—

Camel

CIGARETTES

More genuine pleasure . . . more hearty cheer . . . Camel gains on every play. Go into a huddle with yourself and a pack of Camels . . . and you're all set.

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

COURT ORDER SUSTAINS CIGARETTE BRAND PACT

THE UNION TOBACCO COMPANY in the Supreme Court today obtained an order restraining the American Tobacco Company from abrogating a contract giving the Union Company exclusive sale of seven brands of cigarettes and tobacco.

The order was granted pending hearing on an application for an injunction to apply until a lawsuit over the contract is settled. The American Tobacco Company alleges that the Union capital is less than $7,000,000 and that the contract may be abrogated since it provides that whenever the capital of either firm becomes less than $7,000,000, sale of the brands may be recaptured.

The main affidavit for support of the application for the injunction is made by Jesse R. Taylor, president of the Union Tobacco Company, who was formerly treasurer of the American Tobacco Company.

A balance sheet attached to the affidavit lists the following assets:

Cash, $249,345.87; 1750 shares of capital stock of the North American Match Corporation, nothing; 98 shares of Philip Morris Consolidated Class A stock, $1775; 1895 shares of Philip Morris Consolidated common stock, $9745.50; 32,300 shares of Philip Morris & Company, Ltd., $628,832.50; 1250 shares preferred stock of the Lion Match Company, nothing; 61,100 shares of Tobacco Products Corporation Class A stock, $1,381,341.30; 372,200 Tobacco Products Corporation common stock, $7,568,247.50; 75,000 shares of Union Cigar Company, $382,275, and 300 shares of United Cigar Stores common stock, $8338.51.

The balance sheet is as of September 30, 1929, and the stocks listed are at cost.

Under the terms of the lease the American Tobacco Company manufactures the cigarettes and tobacco distributed under the leased brands for the Union Tobacco Company.

According to Mr. Taylor, since the lease has been in operation the Union Tobacco Company has spent $1,300,000 in advertising the leased brands and is now doing a business with them of approximately $13,000,000 a year.

Commenting on this phase of the question, the affidavit states: "These brands, which are virtually the property of the plaintiff by reason of the ninety-five-year lease from the defendant, are becoming more and more valuable from year to year and from month to month, which accounts for the determination of the defendant to retake them and thus secure the sole benefit of the expenditures and efforts of the plaintiff."

The hearing on the injunction has been postponed to November 19th.

A new board of directors was elected by the Union Tobacco Company last week, and the board is now composed of Jesse R. Taylor, Adolph Osterloh, John J. Switzer, Walter B. Ryan, Jr., Adolphus F. Long, Edwin B. Potter and Dr. Mozart Monae-Lesser, a former director of the United Cigar Stores Company.

A. McCUE INCORPORATED

Articles of incorporation have been granted by the Secretary of State at Trenton, N. J., to A. McCue, Incorporated, of Paterson, N. J., with a capital of $100,000, to deal in cigars.

The incorporators are Max Steinberg, Sarah Silverman and Morris Rosenstein, all of Paterson.

NEW UNITED STOCK TO BE LISTED

LISTING of securities of the United Stores Corporation, the newly organized company in which the United Cigar Stores Company of America, the Tobacco Products Corporation and the Union Tobacco Company are merged, was recently approved by the governors of the New York Stock Exchange. The shares will be admitted on notice of issuance. The application called for the listing of 598,965 shares of no par value $6 cumulative convertible preferred stock of the 1,000,000 shares authorized, and of 1,909,528 shares of no par value Class A stock of 5,000,000 authorized.

With the exception of 250,000 shares of the A stock, all the shares included in the application will be exchanged for certificates of deposit for the securities of the three companies which entered into the merger. Half of these 250,000 shares of A stock will be offered pro rata to the A stockholders at $20 a share, and an arrangement has been made for the sale of the remain-125,000 shares to the new management.

U. S. LITHO. INCREASES CAPITAL

At a recent meeting of the stockholders of the United States Printing and Lithographing Company, a plan was approved whereby the $100 par value common stock will be exchanged on a three for one basis for new common stock and each preferred share will be exchanged for two shares of new $50 par value cumulative series A stock.

The company was also authorized to raise $1,000,000 new capital through the sale of 10,239 shares of new preferred shares for $511,980 and the sale, at the discretion of the directors of 10,000 preferred shares for $500,000.

The meeting also approved writing down the good will of the company from $2,688,082 to $1.

It has been rumored that a merger of the American Lithographing Company and the United States Printing and Lithographing Company is being considered.

"RALEIGH" PRICE REDUCED FIFTY CENTS

Announcement has been made by the Brown & Williamson Tobacco Company, of Louisville, Ky., that the price of their "Raleigh" cigarettes has been reduced from $8.50 a thousand to $8 a thousand.

This reduction in price will enable independent retailers to sell "Raleigh" cigarettes at two packages for thirty-five cents, in competition with the chain stores, which have been selling them at this price for some time.

The established retail price on this brand has been twenty cents per package.

Although a comparatively new brand, "Raleigh" cigarettes have gained nation-wide distribution in the short time they have been on the market and their sale has been showing a steady increase.

"Sir Walter Raleigh" smoking tobacco, also manufactured by the Brown & Williamson Tobacco Company, is showing a steady increase in sales also.

BEDFORD RESIGNS FROM EISENLOHR

C. J. Bedford, who has been connected with Webster Eisenlohr, Incorporated, covering New York State territory, has severed his connection with that firm. No announcement has been made as to his future plans.

AN ANCIENT PREJUDICE HAS BEEN REMOVED

AMERICAN INTELLIGENCE beckons all to cultivate knowledge. Tyranny, intolerance and poverty wither as schools grow in this great land of opportunity.

"TOASTING DID IT"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed from the tobaccos harmful corrosive ACRIDS (pungent irritants) present in cigarettes manufactured in the old-fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

© 1929, The American Tobacco Co., Manufacturers

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 UP

The pipe is coming back

YES, Sir Walter is bringing a lot of lazy pipes back into action—and no wonder. Sir Walter Raleigh Smoking Tobacco is by all odds the mildest, mellowest mixture of quality leaf, well aged and carefully blended, that ever came out of the South. At least, that's what a few odd million pipe fans who are reading Sir Walter Raleigh's advertisements in national magazines say about it. And that's what a lot of shrewd tobacconists say, too.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Kentucky*

SCHULTE CIGARETTE PRICES NOT RAISED

Although the wholesale price of cigarettes on the popular brands was raised by the manufacturers more than a month ago, and some chain stores and many independent retailers immediately raised the price of cigarettes to fifteen cents straight a package, no action has been taken by the officials of the Schulte Cigar Stores Company to raise their prices, and cigarettes are still being sold at two packages for a quarter in their stores.

Meetings have been scheduled several times to consider this action, but the meeting has been postponed each time. It is expected that action will be taken, however, in the immediate future.

"OLD GOLD" PRESENTS FAMOUS STAR

PAUL WHITEMAN and his "Old Gold" Orchestra were hosts to John Boles, one of the most popular and foremost of California's galaxy of screen stars recently, on the occasion of the "Old Gold" Paul Whiteman program which emanated from Station KHJ, Hollywood, on Tuesday, November 5th. John Boles' newest film, "La Marseillaise," which vividly picturizes the French revolutions, is shortly to be released. Mr. Boles, it will be remembered, also starred in the tremendously successful picture "Rio Rita."

Over the nation-wide network of the Columbia Broadcasting System, Mr. Boles sent a greeting to his thousands of friends and admirers and finished by saying: "This is a great treat 'Old Gold' has given me to be able to greet all my old friends on Broadway and throughout the land"—whereupon he requested Paul Whiteman to play the theme song from his picture, "Rio Rita," which the "King of Jazz" did in his inimitable style. Gathered in the studio at the time of the broadcast were several of Mr. Boles' intimate friends as well as a number of other screen and stage stars who all enjoyed the entertainment of watching and listening to a broadcast "from the inside" and of seeing the maestro of jazz lead his "Old Gold" smock and beret-clad musicians through the hour of dance music.

Tuesday, November 19th, will be given over to a special football program by the "Old Gold" Paul Whiteman Orchestra coming over the nation-wide network of the Columbia Broadcasting System from 9 to 10 P. M., New York time, originating from Station KHJ, Los Angeles. Included in the program will be a foxtrot medley of eight college songs, a special arrangement called "Collegiana," "Varsity Drag," and the well-known waltz song, "Sweatheart of Sigma Chi." As usual, the king of jazz presents the Paul Whiteman Rhythm Boys, the "Old Gold" trio, Mildred Bailey, contralto, and Bing Crosby, baritone, during the hour.

The complete program follows:

1. Doin' the Raccoon.
   Collegiate Sam—Rhythm Boys.
2. Foxtrot Medley.
   Eight College Songs.
   Right Kind of Man—Bailey.
3. Waltz—Sweetheart of Sigma Chi.
4. Ida.
   Revolutionary Rag.
5. Dance of the Paper Dolls.
   Back in Your Own Back Yard.
6. If I Had My Way.
   Should I?
   What Wouldn't I Do For That Man—Bailey.
7. Kewpie.
   Satisfied—Crosby.
8. I'm Only Making Believe.
   Varsity Drag.
   Collegiana.

FIRE AT FISCHEL PLANT

Fire shortly after noon on Saturday damaged the shop of Henry A. Fischel, Incorporated, at 418 North Third Street, and caused traffic to be blocked for more than an hour.

A lighted cigarette left behind by a workman at closing time is supposed to have been the cause of the blaze. Damage was estimated at $2000.

Henry A. Fischel deals in cuttings, siftings, scrap and tobacco dust.

...on the lot it's ACTION!

...in a cigarette it's TASTE!

SOMEHOW YOU APPRECIATE that more with a Chesterfield.

Perhaps it's the extra fragrance—delicate, spicy, aromatic. Perhaps it's the mild sweetness, or the mellow richness and "character."

More likely it's *all* these, but so completely and smoothly blended and cross-blended, the standard Chesterfield method, that it seems no blend at all, but a single perfect tobacco.

In a cigarette it's taste; in Chesterfield it's

"TASTE *above everything*"

MILD...and yet THEY SATISFY

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

© 1929, LIGGETT & MYERS TOBACCO CO.

UNITED TO STOCK FEWER SIZES

IN THE September-October issue of the *United Shield* attention is called to the fact that in many cases too many different sizes and shapes are being carried in stock, which results in much slow moving and in some cases dead stock, with the resultant loss in profit.

While it has been our observation that the majority of independent dealers are not so great offenders on this point, the article holds a wealth of wisdom, and reads as follows:

"For the best service to cigar smokers and in the company's interest alike our cigar business in many stores needs "boiling down" to a more limited number of brands and sizes.

"Every real cigar salesman knows that every type and blend of cigar can be included in not more than ten different cigars. All other cigars are merely duplications of these types and blends under different names.

"The same is true of cigar shapes—there are really not more than four distinct cigar shapes. All other shapes are modifications or extremes of the four basic shapes.

"Simplification and standardization of these would give the smoker at whatever price he pays the greatest value in quality and cigar service he has ever known.

"Take the five-cent cigar for instance; it is always either a straight shape or modified perfecto shape and —it is many times the greatest seller of all. And the smoker is thoroughly satisfied—and because of it he gets the biggest value of all. Isn't it so?

"Complete cigar standardization is a thing for the future—the near future, and when it comes United will probably lead the way.

"It will be a boon to us as well as to smokers. We can feature cigars as well as ever—keep them in the limelight so to speak and at the same time secure the very much needed space required to display other quick selling merchandise, thereby enabling us to increase our total sales volume.

"For the present though we can help ourselves a great deal. Instead of having a great number of brands, and particularly a great number of extra sizes which we keep for only one or two customers and which therefore get old. out of condition and become dead stock, we can start the work of getting those odd customers over onto the regular shapes in the same types of cigars.

"This will take patience and perseverance but it will give us an active quick-moving stock and cut out most of the damaged, shop-worn and slow-moving stock which now eats tremendously into our profits and therefore into the pay advancement possible for our men behind the counter.

"Go to work on this scheme today. Look over your brands and sizes and single out those which are practically dead for elimination. Do it thoroughly, without losing customers, just as you would if you owned the store personally and were personally standing the loss this old profitless policy entails.

"Concentrate on popular demand—that is the rule today—the only sensible thing to do when you come to look at it in the proper way. Cut out the waste—and any cigar that you only sell one or two of a day is a waste.

"Be a real cigar merchant. Go in for quality cigar condition and maximum value for your customer. Find out what your real dead stock is and build your business on live numbers. It is a big undertaking, but the store man who shows himself able to accomplish it properly and *without injuring his business,* will earn the right to be called a real merchant."

TOBACCO SALESMEN ELECT

AT the recent annual election of officers of the New York Branch of the Tobacco Salesmen's Association, Jack Cohen, of the G. H. P. Cigar Company, was elected president of the organization; Joe Freeman, first vice-president; Bert Berl, second vice-president; Max Berliner, treasurer; Leo Reiders, secretary; Harry Block, recording secretary, and Henry Gottlieb, sergeant-at-arms.

Those elected to the board of directors for a three-year term were Jonas J. Ollendorf, George J. Soloman and Sidney J. Freeman. Sam S. Sharfstein was elected a director to fill an unexpired term.

Charles Lang, of the G. H. P. Cigar Company, and Sol Weinberg, of Bayuk Cigars, Incorporated, were elected to membership at the meeting.

A big entertainment has been arranged by the House Committee for November 22d to be held in the grand ballroom of Pythian Temple, on West Seventieth Street. The affair will be free to members and their ladies.

CIGAR LIGHTERS NOT AUTO ACCESSORIES

The Court of Claims in Washington has recently handed down a decision to the effect that electric cigar lighters and ash receivers for use in automobiles are not taxable as automobile accessories under the 1921 Revenue Act.

The original act imposed a tax of 5 per cent. on the manufacturers of automobile accessories. In 1924 the rate was reduced to 2½ per cent. From July, 1922, to February, 1926, the claimant was in the business of manufacturing the articles in question and sold a large number of automobile jobbers.

The Court makes a distinction between an extraneous article or device capable and designed for use as a matter of comfort and luxury to occupants of an automobile and one so intimately connected with its safe operation that it becomes a component part. Electric lighters, it states, are in the former class.

MacANDREWS & FORBES EARNINGS INCREASE

MacAndrews and Forbes Company, licorice manufacturers with a large factory situated in Camden, N. J., and a subsidiary of the American Tobacco Company, report net profit for the quarter ended September 30th, of $359,995, after expenses, Federal taxes and the company's proportion of the losses of subsidiaries.

After dividend requirements on the 6 per cent. preferred stock, this is equivalent to eighty-six cents a share on 383,539 shares of no par common stock, and compares with $291,844, or sixty-eight cents a share, on 378,500 shares of common stock in the corresponding period of 1928.

GORMAN ELECTED DIRECTOR OF AMERICAN CIGAR COMPANY

P. H. Gorman, who recently severed his connection with the Universal Tobacco Company to become head of the leaf tobacco department of the American Cigar Company, was last week elected a director of the company. Mr. Gorman had also been connected with the American Tobacco Company before his affiliation with the Universal Tobacco Company.

LOEB VISITS FLORIDA MARKET

Adolph Loeb, of K. Straus & Company, Incorporated, leaf tobacco dealers of North Third Street, has been visiting the Florida district, inspecting the 1929 crop and making some purchases for his firm.

YAHN & McDONNELL SURVEY NEW SITES

PAUL BROGAN, president of Yahn & McDonnell Cigars, cigar and tobacco distributors of North Seventh Street, who also operates a chain of high-class cigar stands in prominent hotels and clubs in Philadelphia and surrounding territory, has just returned from a trip to various points in this territory inspecting sites for additional stands, which they contemplate opening in the near future. The Yahn & McDonnell stands feature "Blackstone," "Optimo" and other high-grade domestic and imported brands, and their business has been showing a steady increase month by month for several years.

KING PERFECTO IN HOLIDAY PACKING

The "King Perfecto" cigar, a product of the Louis King Cigar Company, with headquarters in Hartford, Conn., and a branch factory building on South Third Street, this city, will be packed in a handsome polished walnut box containing three sizes of this quality brand for the holiday trade.

J. J. Margulies, secretary-treasurer of the company, was a recent visitor at the local factory arranging for shipments of the special holiday packing for the New England trade.

NEW CAMPAIGN ON SIR WALTER RALEIGH

A new and intensive drive on "Sir Walter Raleigh" smoking tobacco has just been started by the Brown & Williamson Tobacco Corporation, of Louisville, Ky., which will cover the entire north, east and middle western territories.

A three sheet poster is being used to draw attention of the smoking public to this comparatively new brand of smoking tobacco, and the company reports that the brand is gaining in popularity to a surprising degree.

SHORT REMEDIOS CROP REPORTED

Marco Fleishman, president of the leaf tobacco firm of S. Rossin & Sons, New York City, has recently returned from a trip to Cuba and reports that the Remedios crop of tobacco, while already smaller than usual, shows a great percentage of low grades unsuitable for cigar manufacturing, which will have a tendency to make the price for that grade of tobacco higher this year than usual.

SCHULTE GAINS CONTROL OF BLOCK

Announcement has been made that Irving H. Wolfe & Company, Incorporated, with Hub Realty Company and Abraham Saffir, as brokers, have sold for the Albemarle Realty Company to the Schulte Realty interests, the property at the northeast corner of Roosevelt Avenue and Rombouts Place, Elmhurst, L. I. The Schulte interests now control the entire block.

BOND ON PACIFIC COAST

Charlie Bond, well-known agent for the Philippine Government, is at present on a trip to the Pacific Coast looking over the situation on Manila cigars in that territory.

Mr. Bond expects to return via Texas and reach New York headquarters by December 15th.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
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WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
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HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

TAMPA PRODUCTION FORGES AHEAD

PRODUCTION in the Tampa cigar factories continues to forge well ahead of production for the same period of last year, and although the October production this year was approximately 5,000,000 less than for the same month last year, the production for the first ten months of 1929 is well ahead of that for the first ten months of 1928.

Total cigar production for October, 1929, was 54,364,370, which is approximately 11,000,000 more than was produced in the month of September, 1929, but about 5,000,000 less than was produced in October, 1928.

The production by classes was as follows: Class A—13,631,000; Class B—969,000; Class C—27,806,000; Class D—11,679,000, and Class E—278,000.

NEW "LA PALINA" JOBBER IN ATLANTA

Announcement has been made of a change in distributors of the "La Palina" cigar in Atlanta, Ga., territory, and the Capital City Tobacco Company, of that city, will distribute this brand there in the future. This brand was formerly handled by the J. N. Hirsch Cigar Company.

The Capital City company is highly elated over the prospects for this brand in their territory, and are being assisted at the present time in an aggressive sales campaign by Messrs. Billingsley and Harris, of the Congress Cigar Company's force.

McGUERTY RETURNS FROM TRIP

John L. McGuerty, United States and Canada representative for the famous imported "Romeo y Julieta" brand, has recently returned from a tour of the Middle Western States, where he gathered in some excellent orders for this fine brand for the holiday business. Mr. McGuerty believes that the holiday business this year will be far ahead of that experienced in the past several years.

EXTRA FOR TOBACCO MACHINE COMPANIES

The board of directors of the American Machine & Foundry Company on November 6th declared an extra dividend of $2 a share to stockholders of record November 21st, and directors of the International Cigar Machinery Company, a subsidiary of the American Machine & Foundry Company, also declared an extra dividend of $1.50 a share, payable to stockholders of record November 21st. Both dividends are payable on December 2d.

REYNOLDS METALS DIVIDEND

Reynolds Metals Company reported earnings for the nine months ended September 30, 1929, of $3,028,867, which is equivalent to $3.94 a share on the 768,750 shares of common stock presently to be outstanding.

The board of directors of the company have declared a quarterly dividend of sixty cents a share, thus placing the stock on a $2.40 annual basis. The initial dividend is to be paid December 1st to stockholders of record November 15th.

"BETWEEN THE ACTS" BUILDING SOLD

The old factory building at 211 East Thirty-seventh Street New York City, where "Between the Acts" little cigars were first made, has been sold by the Thomas Hall Estate. Thomas Hall first introduced the brand on the market.

CHAIN STORE QUESTIONNAIRE ARRIVES

QUESTIONNAIRES which are being sent out by the Federal Trade Commission, in accordance with a resolution passed by the United States Senate some time ago demanding an investigation of chain store operation, have made their appearance among local cigarists, some of whom are wondering "what it is all about."

The questionnaire contains many questions vital to the industry and it is hoped the industry will cooperate with the Commission in furnishing the desired information.

SCRAMBLING BRANCHES SOLD

The three distributing branches of the George B. Scrambling Company, of Cleveland, have been recently acquired by the Kiefer-Stewart Company, of Indianapolis, wholesale drug distributors who also maintain a cigar distributing department.

The Scrambling Company will continue distribution of their old brands in the State of Ohio and the Kiefer-Stewart Company will take over the distribution of "La Palina" in Indiana in the future.

WAITT & BOND DIVIDEND

The board of directors of Waitt & Bond, Incorporated, of Newark, N. J., have declared a regular quarterly dividend of fifty cents a share on the common A stock of the company payable December 1st to stockholders of record November 15th. A dividend of thirty-five cents a share has also been authorized on the B stock of the company payable December 30 to stockholders of record December 14th.

WRIGHT FACTORY REOPENS

Following a disastrous fire in the factory of Allen H. Wright, at Hicksville, Ohio, a short time ago, the factory has been reopened in the former Charles H. Goller factory building on North Smith Street. The Wright factory had occupied their former building for a number of years before the fire.

NEW "CHANCELLOR" PACKING HERE

The new packings of the "Chancellor" cigar, which includes a premium coupon with each cigar, has made its appearance here. The coupons may be exchanged for valuable merchandise when a sufficient quantity has been accumulated by the smoker, and are proving popular.

PRICE CUTTING REDUCES DISTRIBUTION

Price cutting has the result of decreasing distribution, it is declared by the majority of manufacturers answering a questionnaire recently sent out by the Federal Trade Commission as part of its investigation of resale price maintenance. Of the replies received, 53.3 per cent. definitely declared that they experienced lessened distribution as a result of price cutting, while only 7.5 per cent. indicated that it resulted in an increase in volume, while the remainder stated that price cutting had no appreciable effects.

Opinion as to the effect of price cutting upon volume, however, varies widely, the manufacturers of boots and shoes believing that it has no effect, while manufacturers of watches, clocks and silverware declared that they strongly felt reduced volume when prices were cut.

RICHMOND GAINING AS CIGARETTE CENTER

RICHMOND'S production of cigarettes for the domestic market in September totaled 2,080,117,423, an increase of approximately 22 per cent. over the output of this city's factories in the same month of last year. In the first nine months of 1929 the local plants produced 17,127,450,023 cigarettes, as against 14,922,127,340 in the same period last year, or a gain of about 14 per cent.

National attention has been focused on Richmond as a cigarette manufacturing center in the past month by the announcement of the American Tobacco Company that its new expansion of manufacturing facilities will be featured here with the erection of a new plant to cost, with its equipment, approximately $3,500,000. The new plant, according to official announcement, will have a capacity output of about 100,000,000 cigarettes a day, or 58,000,000,000 more than the rating of the present American factory. With the present capacity of Richmond's factories, together rated at 100,000,000 per day, the new development will increase the city's capacity by 58 per cent.

The local plants can be expected to turn out about 22,230,000,000 cigarettes in the full year 1929 if the present rate of increase over last year is maintained. The 1928 production of the factories here was slightly more than 19,500,000,000. The new factory here is to be completed and ready for operation April 1 of next year. If, from that time, Richmond's 1929 production is increased by 58 per cent. on the basis of the above figures, allowing only the same output for the first three months as this year, and figuring no additional increase, the 1930 production of the cigarette plants here would amount to the huge sum of 32,431,032,467.

The cigarette stamp taxes, paid to the Government in Richmond in the first nine months of this year, ending September 30, totaled $51,082,350. This is at the rate of $68,109,800 for the full year, or nearly $220,000 for every working day of the year.

The collections on cigar taxes during the first three-quarters of 1929 for Virginia amounted to $806,756, and taxes on manufactured tobacco and snuff totaled $2,383,487, so that Virginia, in the nine months' period, paid into the United States Treasury in all $54,272,593 on tobacco manufactured in the State, including cigarettes.

MARQUSEE PRESIDENT IN ACCIDENT

Morris J. Levi, president of the leaf tobacco firm of Julius Marqusee & Sons, Incorporated, of New York City, was struck by an automobile as he and Mrs. Levi were about to board a trolley car in Hartford, Conn., on Sunday evening, November 3d.

Both Mr. and Mrs. Levi were rushed to the hospital where it was found Mr. Levi had several fractured ribs and a lacerated scalp and elbow, and Mrs. Levi had suffered a broken shoulder and lacerations of the scalp.

Although neither is considered to have been injured seriously, they will probably be confined to the hospital for several weeks.

Mr. Levi became president of the Marqusee firm several weeks ago, following the resignation of Jack Marqusee.

JAKE PALEY IN HOT SPRINGS

Jake Paley, of the Congress Cigar Company, is making his annual trip to Hot Springs, Arkansas, accompanied by Mrs. Paley.

NORTH CAROLINA GROWERS PLAN CO-OP.

PLANS for forming a cooperative association were discussed at Raleigh, N. C., on October 26th when cooperative marketers and representatives from agricultural colleges, and prominent tobacco growers from North Carolina, South Carolina, Virginia and Georgia met at State College there.

The following plans for the new association were approved at the meeting:

1. Separate state organizations with such subdivisions by belts as states may desire and such federation for selling as they may approve.

2. Continuous contract with withdrawal option available one month in each year after the second year's delivery.

3. The association may rent, lease, or acquire operating facilities.

4. The contract shall be passed on by a competent attorney familiar with cooperative marketing set-ups, and caution used that the terms come within the provisions of the Capper-Volstead Act and the agricultural marketing act.

6. Each state or belt shall determine what percentage of the crop should be signed up before beginning operations.

7. The by-laws shall provide among other things:

(a) For county meetings quarterly or at such other periods as the county organizations may determine, and annual meetings of each state or belt organization.

(b) The report of the president or manager at each annual meeting shall give the salaries of officers and department heads and the average salary of minor employees in each department; and any member shall be entitled to learn at any time the salary paid in any position.

(c) That no director, except the president, shall be a salaried officer or employee of the association.

(d) That audits by certified public accountants shall be made at least semi-annually.

(e) That strict regulations to insure economy in salaries and expenditures shall be adopted and rigidly enforced by each organization.

(f) That there shall be an annual examination of the affairs of the association by public agencies, including the Federal Farm Board, and reports to membership of their findings.

RED CROSS STILL FURNISHING SMOKES

Apropos of the drive of the American Red Cross which is taking place at the present time to obtain members in that organization, it will not come amiss to state that although it may not be generally known, the American Red Cross Society is continuing the policy adopted in the war days of supplying our soldiers with cigarettes and tobacco, and is still spending approximately $15,000 a year for "smokes" which are supplied free to disabled veterans in Government hospitals.

The "smokes" are distributed through the various Army, Navy and Veterans' Bureaus throughout the United States.

DIAMOND MATCH DIVIDEND

Directors of the Diamond Match Company have authorized a regular quarterly dividend of two dollars on the common stock of the company, payable December 16 to stockholders of record November 30.

PENNSYLVANIA TOBACCO HISTORY

FARMERS' BULLETIN No. 1580 has just been issued by the United States Department of Agriculture, dealing with cigar tobacco production in Pennsylvania. The bulletin is written by Otto Olsen, Associate Agronomist, Office of Tobacco and Plant Nutrition, Bureau of Plant Industry, and gives a resume of the history of tobacco in the State of Pennsylvania as follows:

While it is believed that the colonists brought over by William Penn, in 1682, engaged in growing tobacco in the neighborhood of where Philadelphia is now located, no authentic information is available as to the type and quantities produced at that time.

It is stated, however, in an old history of Pennsylvania that fourteen cargoes of tobacco were shipped from Philadelphia in 1689. The introduction of cigar-leaf tobacco into Pennsylvania probably did not occur until 1828, when several acres of Connecticut broadleaf were grown in the vicinity of Ephrata, Lancaster County. By 1845 the culture of this tobacco had spread to Clinton County, and in 1851 it was fairly well under way along the banks of the Susquehanna River and its branches in Lycoming, Bradford and Tioga Counties.

Two principal types of cigar-leaf tobacco are grown in Pennsylvania—namely, Pennsylvania broadleaf or seedleaf and Pennsylvania Havana seed. The former is a filler type and the latter is mainly a binder type. This bulletin contains concise recommendations and instructions for growing, curing and handling these two types and for fermenting cigar leaf tobacco. Filler leaf is produced in Lancaster and adjoining counties, whereas binder leaf is grown mainly in Clinton, Tioga, Lycoming and Bradford Counties. Lancaster County produces the bulk of the tobacco crop of the State.

In the filler districts, tobacco is grown in a rotation system which includes wheat, alfalfa or clover, and corn, and the manure derived from the feeding of steers is applied to the tobacco crop. Tobacco seed beds are steam sterilized and the plants are set by machine. Commercial fertilizer as a supplement to manure usually gives profitable returns by improving the quality as well as the yield of the crop. For best results the crop must be allowed to become fully mature before harvest.

In the curing process the use of artificial heat is necessary, when unfavorable weather conditions prevail, in order to avoid damage from pole sweat or house burn. Growers are paying more attention to systematic selection of seed plants in order to obtain greater uniformity of output.

Methods of production in the binder districts are, in many respects, similar to those in the filler districts. Important differences are (1) the use of the Havana seed instead of the broadleaf variety of seed; (2) continuous culture of tobacco rather than rotation of crops; (3) the replacement of manure by commercial fertilizers in some counties; (4) closer spacing of plants in the field; (5) the absence of the dampening cellar as an aid in conditioning the tobacco for stripping, except in Clinton and Lycoming Counties.

The total production of cigar-leaf tobacco in Pennsylvania has increased from 325,018 pounds in 1839 to 57,400,000 pounds in 1925. In Lancaster County, which produces about 90 per cent. of the crop, tobacco is grown mostly on loamy soils of limestone origin, the variety grown being a cigar filler type commonly known as Pennsylvania broadleaf or seedleaf, which is classified by the Department of Agriculture as United States type 41. This type is also grown in York, Berks, Chester, Lebanon and Dauphin Counties and to a small extent in a number of other counties. Clinton, Tioga, Lycoming and Bradford Counties produce a cigar-binder type from Havana seed, which is classified as United States type 53. This type is grown chiefly on the sandy loams of the river valleys.

A well-defined demand exists for the cigar-filler tobacco produced in Pennsylvania, and it is used extensively in the manufacture of domestic cigars because of its excellent blending qualities. It is well adapted for this purpose because of its texture, flavor and aroma. While the growers have not yet fully realized the importance of paying attention to uniformity of type, much headway has been gained in recent years toward establishing a uniform type or strain of Pennsylvania broadleaf in Lancaster and adjoining counties.

The cigar-binder tobacco produced in Pennsylvania does not occupy quite so prominent a position in trade circles as the cigar filler, mainly because it can be grown successfully only on the light, sandy loams found in certain localities along the river valleys. The acreage devoted to the culture of this type of tobacco, Havana seed, has decreased considerably during the last thirty years. In Tioga County, for example, 1785 acres of Havana seed tobacco were grown in 1899, whereas in 1925 only 360 acres were planted. The causes of this decline are primarily the absence of local markets and warehouses, unsatisfactory methods of handling the tobacco, and the lack of uniform types.

Quite a difference exists in the methods of growing and handling the two types of tobacco produced in Pennsylvania.

TARIFF BILL MAKING SLOW PROGRESS

A RECENT bulletin from the Tobacco Merchants Association in reference to the tariff bill now before Congress states that on November 2d:

Having taken up the discussion of the rate schedules about ten days ago, the Senate has not as yet disposed of more than one-half of the Chemical Schedule, the first schedule in the bill. There are a number of other schedules of equal public importance and which are no less controversial, such as earthenware, metals, wood, and sugar, which must inevitably take up a great deal of time for discussion. Hence, with only about twenty-three legislative days left of this special session, it is hardly believable that the measure can be passed by the Senate before adjournment.

President Hoover has issued a statement urging that all possible efforts be made to pass the bill at the current session. But considering that there are over 4000 items in the rate schedules to be passed upon and allowing only five minutes for each item, it appears that it would take at least about fifty days to pass the bill, while only twenty-three legislative days remain for the expiration of the special session.

The measure can, of course, be taken up again at the coming regular session, but it seems more than probable that the injection of the "Farm Debenture" provision and the elimination of the "Flexible Tariff" clause of the Senate, would either create a deadlock between the House and the Senate, or result in a veto by the President.

Thus, according to present indications, the enactment of a new tariff act seems extremely doubtful.

However, situations of this nature sometimes change over night, and needless to say that we shall promptly report any new developments in the premises.

LANCASTER GROWERS WANT HIGHER PRICES

LANCASTER COUNTY, PA., farmers who have good crops of tobacco this year are asking twenty-five cents and better for their leaf and refusing to sell at any lower figure, according to independent packers who have been in the field for several weeks endeavoring to pick up a supply of good leaf before the actual general buying wave begins.

They state that they have been able to pick up a certain quantity of "shorts" at twenty-two cents, but find it practically impossible to buy good leaf under the twenty-five-cent price.

One of the most attractive prices on the through basis was realized by Jacob M. Maser, of Ronks, R. D. 1, Leacock township, whose crop of over two acres was bought by a Lititz packer for twenty cents "around."

"It is harder to buy tobacco this fall than at any time in my forty-eight years experience in the business," Mr. Shreiner, of the A. L. Shreiner Company, declared. This concern offered twenty-five cents for some two hundred acres, and was unable to buy more than thirty-six acres. "Farmers simply will not sell now, and the buying situation is practically dead," Mr. Schreiner concluded.

The big concerns have formed the most extensive buying organizations in the history of the industry here, two and three buyers for a single company being located in some townships in preparation for the general market movement later. A number of these men have requested farmers to hold their crops until that time, and are reported to have expressed the opinion that prices may rise to twenty-seven cents.

Recent offers that were refused include: Harry Hunsecker, Lime Valley, twenty-five and seven for five acres; Furry H. Frey, Lancaster R. 4, twenty-three and one-half and seven for ten acres; Christian Petersheim, east of Intercourse, eighteen cents through for his crop.

SOUTH CAROLINA GROWERS TO FORM CO-OP.

Following a meeting held at Florence, S. C., on November 2d, when J. C. Stone and Carl Williams, tobacco and cotton members respectively of the Federal Farm Board, members of the South Carolina bright belt voted in favor of the organization of a co-operative marketing association to be known as the South Carolina Tobacco Growers' Association.

They also authorized the selection of a committee of fifteen men from the tobacco growing counties to proceed with the drawing of a contract to be finally passed upon by the Farm Board through the offices of J. C. Stone, the tobacco member, who offered whatever legal assistance they might require.

While there were more than 1200 people in the high school auditorium, only about half the crowd voted on the proposition, the vote standing 524 for organization and only four against.

A tentative contract and draft of by-laws submitted to the meeting by Dr. W. W. Long, director of the extension service of Clemson College, was approved.

Notable features of the suggested contract are that the farmer who joins the proposed cooperative association does so for an indefinite period of time, although he may withdraw at any time after two years. A significant provision, however, is that he may not get back into the association for two or possibly three years after he has once withdrawn. The crop of 1929 would be used as a basis for pledges of tobacco.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

LIVE REPRESENTATIVE TO SELL A CRACK LINE OF Pure Havana Cigars; all shapes and prices to make dealers wake-up. Will make permanent arrangement with factory operating near Havana, under very small overhead. Address Luis Rodriguez, Villegas 22, Havana, Cuba.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

DUYS BUILDING SOLD

THE well-known headquarters building of H. Duys & Company, importers of Java and Sumatra tobacco, at 142 Water Street, New York, has been sold to interests which are accumulating property in New York's leaf tobacco district, and thus one of New York City's landmarks may pass into oblivion in a short time.

The Duys Company will, however, not have to vacate the building for a period of a year, and by that time construction may be under way for new buildings in that neighborhood which will cause many old landmarks to disappear.

EISENLOHR STOCK SALE

(Continued from page 3)

$120,000 as compared with $40,000 for the same two months of 1928.

Improvement in their position is also indicated by the volume of unfilled orders on hand September 30, 1929, which at that time was reported as 20,000,000 cigars.

For the first eight months of 1929 the company reports earnings equivalent to sixty-seven cents a share on the common stock as compared with two cents a common share for the same period of 1928.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CARTER HALL:—45,600. For cigars, cigarettes and tobacco. October 29, 1929. Samuel Goldstein, Newark, N. J.

RINTY:—45,602. For all tobacco products. November 1, 1929. S. M. Downs, Felton, Pa.

MILKY WAY:—45,603. For all tobacco products. November 7, 1929. George Schlegel, Inc., New York, N. Y.

ROSE HAVEN:—45,604. For all tobacco products. November 7, 1929. George Schlegel, Inc., New York, N. Y.

ROUGH BOY:—45,605. For all tobacco products. November 8, 1929. Irving Berkman, New York, N. Y.

GOVERNOR BILBO:—45,606. For cigars. November 12, 1929. Stockstill Brothers, Picayune, Miss.

TRANSFERS

LONGCHAMPS:—38,708 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered May 13, 1914, by American Litho. Co., Inc., New York, N. Y. Transferred to A. Siegel & Sons, Inc., New York, N. Y., October 28, 1929.

News from Congress

(*Continued from page 6*)

258,134, or 57 per cent., for 1926. Gross earnings by these corporations for 1927 totaled $115,324,339,717, of which $106,342,456 was allowed as statutory deductions and $244,293,375 for net loss for the previous year, the total tax liability for 1927 being $1,130,674,128 on taxable income of $8,892,000,000, against $1,229,797,243 on taxable income of $9,673,000,000 in 1926.

No taxable income for 1927 was shown by 165,826 corporation returns, against 197,186 in 1926, or 35 per cent., against 43 per cent. Gross earnings of these corporations totaled $29,074,011,729 and deductions $31,545,751,105, leaving an aggregate deficit of $2,471,739,376 for the year, against $2,169,000,000 in the preceding year. No income data was reported by 10 per cent. of the corporations doing business in 1927.

Income tax returns filed by individuals on earnings in 1927 totaled 4,101,547, showing an aggregate net income of $22,545,090,553 and a tax liability of $830,639,434. As compared with 1926, total returns declined 36,545, or .89 per cent., and tax liability $98,168,644, or 13.4 per cent. The average net income for 1927 totaled $5496.73, against $5306.43 in the preceding year and the average tax liability was $202.52, against $177.01, the average tax rate being 3.68 per cent. against 3.34 per cent. The ratio of individual returns filed to the total population of the country was 3.45 per cent., against 3.52 per cent. for 1926.

Returns filed by individuals with earnings ranging from $100,000 to $300,000 totaled 9134, or .22 per cent. of the total, showing an aggregate net income of $1,423,288,775, or 6.31 per cent. of all net income, and tax payments amounting to $212,173,741, or 25.42 per cent. of total collections. Persons with incomes ranging from $300,000 to $500,000 filed 1141 returns, or .03 per cent., net income being $431,121,727, or 1.91 per cent., and taxes, $73,750,177, or 8.88 per cent.; from $500,000 to $1,000,000, 557 returns, or .013 per cent., net income, $378,166,589, or 1.68 per cent., and taxes, $64,265,391, or 7.73 per cent.; $1,000,000 and over, 290 returns, or .007 per cent., net income $600,640,846, or 2.67 per cent., and taxes, $98,657,237, or 11.87 per cent.

Individuals with earnings under $1000 filed 126,745 returns, or 3.09 per cent. of the total, had a net income of $72,230,684, or 0.32 per cent. of the total, and paid $39,980 in taxes, or 0.01 per cent. of all collections; those with earnings between $1000 and $10,000 filed 3,628,905 returns, or 88.48 per cent., net income totaling $12,156,724,717, or 54.58 per cent., and taxes, $32,376,749, or 3.9 per cent.; from $10,000 to $25,000, 252,079 returns, or 6.14 per cent., net income, $3,748,057,507, or 16.62 per cent., and taxes, $74,225,906, or 8.94 per cent.; from $25,000 to $100,000, 82,696 returns, or 2.02 per cent., net income, $3,587,158,191, or 15.91 per cent., and taxes, $276,150,253, or 33.25 per cent.

"THE KING'S PIPE" IN LIVERPOOL

A LONDON, England, newspaper correspondent who recently paid a visit to the venue of "The King's Pipe," situated at the rear of the great tobacco warehouse at Stanley Dock, Liverpool, has given the following interesting details regarding this little known tobacco consumer:

The Stanley Warehouse, thirteen stories high, and correspondingly capacious, is the largest of its kind in the world, and it always contains many millions of pounds of the "fragrant weed," the duty on which materially helps the national revenue.

But every year there is a certain quantity of the imported tobacco rejected by the manufacturers as being of inferior quality, and it is this tobacco that finds its way to the "King's Pipe." No customs duty has been paid on it because of its rejection, and as the duty is heavy, and there are also other charges before it is ready for the retail tobacconist, its inferior condition does not warrant acceptance by the manufacturers.

The "Royal Pipe" is kept burning by a large furnace and the smoke is puffed out through a squat chimney stained black. The bowl of the pipe can easily accommodate at a fill a hundredweight of the rejected tobacco, and, as it is kept constantly burning throughout the year, many tons are reduced to ash in it.

The bowl is never allowed to be less than half empty, but the man who attends to it, and who shovels in the stuff, is, by the irony of circumstances, only able to have a smoke himself during his lunch hour. A strict survey is maintained to prevent any of this duty-free stuff from leaving the bonded warehouse without passing through the "King's Pipe."

Although people in the vicinity of the warehouse can have their nostrils tickled by the smell emitted by the big pipe, they have to smile at the irony of the "no smoking" notices profusely displayed on the dock property and be content, for the time being, with a second-hand whiff.

VIRGINIA MINISTERS DESIRE TO SMOKE

A memorial to the general conference was recently adopted by the Virginia Conference of the Methodist Episcopal Church, South, requesting that ministers of that denomination be permitted to use tobacco.

The memorial was adopted by a vote of 170 to 132.

DECEMBER 1, 1929

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VOLUME 49 No. 23

U. S. Department of Agriculture.

THE TOBACCO WORLD

BLACKSTONE CIGARS GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time

7 P. M., Central Standard Time

OVER THE COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha	KOIL	Syracuse	WFBL
Boston	WNAC	Council Bluffs		Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WCCO
Oil City	WLBW			Detroit	WGHP

MURIEL CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Even diamonds do not come in paper boxes

The old saw, "80% alfalfa and a dash of hay," was never said of a cigar. Cigars stand on their dignity. They carry with them a certain air of respect. Many famous brands have established an enviable reputation. And it is worthy of note, that expensive brands of fine cigars which have become popular symbols of affluence and an aristocracy of taste, always are packed in wooden boxes.

To pack them any other way, would penalize prestige as quickly and as surely as would cheapening the quality of their tobaccos. If this time-honored form of packing is essential to the finest cigars, no lower grade may deny itself this point of distinction without sacrificing favor. It is good business to pack your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

A good cigar is a certain mark of an aristocracy of taste and a stamp of good fellowship.

Volume 49

THE TOBACCO WORLD

Number 23

Established 1881

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
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F. T. C. MAY INVESTIGATE TOBACCO BUYING

AT A RECENT meeting of the Federal Trade Commission, the chairman, Judge McCulloch, brought to the attention of the Commission the resolutions adopted by the tobacco growers of Guilford and other counties in North Carolina. In these resolutions the tobacco companies are charged with unfair practices, a resort to territorial and price agreements, and violation of the anti-trust laws.

The Commission decided that the resolutions should be turned over to the chief examiner for the commission, and this official, in turn, will assign an examiner to visit the State to secure whatever evidence may be available in support of the allegations against the companies and the buyers of tobacco.

It is supposed that the examiner assigned to this duty will be able to visit the State within the next two weeks. He will first visit the men who signed the resolutions, and with the evidence he may acquire before it, the Commission will then decide whether there has been discovered "probable cause" or a *prima facie* case. If this should be the result, and probable cause should be discovered, then a complaint would be issued by the Commission, and the tobacco companies would be given thirty days in which to make response.

It is likely that the Department of Justice will also send an agent to the State and there will be a degree of co-operation between the department and the Commission. If prosecution of the companies should be decided upon, all the evidence in the hands of the Federal Trade Commission would be transmitted to the Attorney-General.

SCHULTE RAISES CARTON PRICE

The much talked of raise in cigarette prices by the Schulte Retail Stores has failed to materialize, except that last week it was announced that the carton price on the popular brands of cigarettes had been raised from $1.15 to $1.20.

The package price of the cigarettes remains as before—two packages for twenty-five cents, but orders have been issued to the individual stores that book matches are to be discontinued unless requested by the purchaser.

It was revealed that in spite of the advertising matter printed on the covers of the book matches, these cost the company one-third of a cent a package, which in a year's time amounts to quite a nice sum.

ALLEN PRESIDENT OF REALTY CORPORATION

A. C. Allen, executive vice-president of the United Cigar Stores Company of America, has been elected president of the United Stores Realty Corporation, the real estate subsidiary of the United Cigar Stores Company. R. W. Jameson, vice-president of the United Stores Corporation and the United Cigar Stores Company, was elected a director in place of C. A. Whelan, who resigned recently.

McKITTERICK REJOINS TOBACCO INDUSTRY

L. B. McKITTERICK, well known in the cigarette industry a few years ago, when he was associated with the Melachrino Company, but who retired about six years ago and has been traveling abroad practically ever since his retirement, has returned to this country from England recently and become affiliated with R. M. Ellis in Philip Morris & Company, manufacturers of "Marlboro" and other popular brands of cigarettes and smoking tobacco.

Mr. McKitterick was associated with R. M. Ellis and W. H. Munson when they took over the business of M. Melachrino & Company, in 1907, and continued with the Tobacco Products Corporation, when the business was taken over by that company in 1912, until 1923, when he retired.

Mr. McKitterick will be first vice-president of Philip Morris & Company, in his new connection.

STATE TOBACCO ADMINISTRATORS CONFER

Administrators of tobacco tax laws in the fourteen States where such legislation has been adopted, met in Columbia, S. C., on November 13th for a two days' conference. It was their third annual conference.

Two addresses were made on the morning of the first day on tobacco tax laws. J. W. Culpepper, of Fayetteville, Ga., spoke on "Georgia's Tobacco Law and How It Is Administered", and D. E. Dunn, member of the Alabama Tax Commission, with headquarters at Montgomery, Ala., reviewed Alabama's tobacco tax law.

An open discussion followed the addresses. M. F. Snider, head of the tobacco division, miscellaneous tax unit, Washington, spoke on "Tobacco Tax Problems" at the afternoon session.

South Carolina's tobacco tax law was discussed by P. M. Minus, of Columbia, S. C., member of the license tax division, South Carolina Tax Commission.

The conference was opened by the Rev. Broadus E. Wall, pastor of the Colonial Heights Baptist Church, and was followed by an address of welcome by Edward P. Hodges, city councilman.

Governor John G. Richards was scheduled to be present, but was unable to attend the conference because of conflicting engagements.

S. M. Derrick, professor of rural sociology, University of South Carolina, gave a "Review of Tobacco Tax Laws in the United States", and the conference then proceeded with the election of officers for 1930.

Roy A. Little, director of the license tax division of the South Carolina Tax Commission, was elected chairman of 1930; W. E. Howse, superintendent, cigarette revenue department, Des Moines, Iowa, vice-chairman; and R. E. Swann, excise division, Nashville, Tenn., was elected secretary.

The conference next year will be held in Montgomery, Ala., on a date to be decided later by the executive committee.

DEBATE ON TARIFF BILL HALF FINISHED.

A RECENT special bulletin from the Tobacco Merchants Association of the United States states that the tariff bill will probably not be passed by the new session of Congress before some time next February. The bulletin reads as follows:

"Finally realizing that it would be impossible to finish the tariff bill in the few days that were left of the special session, the Senate voted to adjourn the session sine die on Friday, the 22d.

"Only about one-half of the schedules have been passed upon by the Senate. The unfinished work of the bill will, of course, be taken up at the regular session, which is to convene on December 2d. It seems safe to figure that it will take the entire month of December and perhaps some part of January for the Senate to finish the entire bill and also that it will take several weeks thereafter for the conferees of both Houses to work out the differences between House provisions and those enacted by the Senate.

"It may be added that the two great controversial features in the bill, to wit: the farm debenture provision and the flexible tariff clause, are likely to cause an irreconcilable deadlock between the two Houses.

The Tobacco Schedule

"As previously reported, the Senate, having deferred consideration of the sugar schedule, which is No. 5 in the bill, took up the tobacco schedule (No. 6) with the result that the duties on wrappers and fillers as well as on mixed bales in force since 1922, have been restored.

"The great fight with respect to the tobacco schedule was, of course, centered on the wrapper duty, and a real lively debate lasting almost four hours was carried on in the Senate before the vote was finally taken.

"Senators Simmons, Johnson, Smoot, Sackett and Copeland participated in the arguments for the retention of the existing tariff on sumatra, as a means of preserving the standard nickel cigars. In fact, Senator Copeland offered an amendment to reduce the tariff to $1.60 per pound unstemmed and $2.25 per pound stemmed, which amendment he subsequently withdrew with notice that he may later reintroduce it if so advised by Senator Simmons.

"On the other hand, Senators George, Harris, Bingham, Wolcott, Fletcher and Trammell have most vigorously urged the retention of the 40-cent increase passed by the House.

"Finally, after a debate lasting almost four hours, a record vote was taken, with the result that thirty-two Republican Senators and seventeen Democrats voted for the retention of the old rates, while fourteen Republicans and twelve Democrats voted for the 40-cent increase.

"The mixed bale provision was then taken up and killed without a record vote. Thus the entire tobacco schedule as now passed by the Senate sitting as a committee of the whole remains unchanged.

"The amendment sponsored by the T. M. A. providing that cigars, cigarettes and tobacco may be delivered to outgoing vessels bound for foreign ports for their ships' stores supplies without the payment of internal revenue taxes or without the payment of duties in case of imported articles, still remains unacted upon. But inasmuch as the Senate Finance Committee has interposed no objections to this amendment as passed by the House, it is safe to assume that it will finally be passed by the Senate.

(Continued on Page 16)

LAST A. C. COMPANY BRANCH SOLD

IT WAS announced last week that the Cincinnati branch of the J. B. Moos Company, distributors of the American Cigar Company brands for that territory, has been sold to the Keilson Cigar Company, of that city. The Cincinnati branch of the J. B. Moos Company was the last one of the American Cigar Company branches to pass from the hands of the American Company into private hands.

It is understood that the Keilson Company will distribute all of the American Cigar Company brands in that territory in the future, and also that C. O. Smith, formerly connected with the Moos Company, will become affiliated with the Keilson Compay as sales manager.

The Keilson Company will now become one of the largest distributors of cigars and tobacco products in that territory.

YORK COUNTY BANQUET PLANS PROGRESSING

Plans for the annual banquet of the York County Cigar Manufacturers' Association, to be held on December 12th at the Hotel Yorktowne, York, Pa., are rapidly nearing completion, and it has been announced that Sir Frederick McGill, of London, England, noted traveler and orator, will be the principal speaker of the evening, and his address will no doubt be very interesting and entertaining.

The Kentucky Jug Band has also been secured to furnish musical entertainment which will be highly enjoyable. The Kentucky Jug Band is made up wholly of Kentucky negroes, and this band furnished entertainment for the National Democratic Convention at Houston, Tex., and has also appeared at other notable affairs throughout the country.

28 PER CENT. OF FRESHMEN SMOKE

According to a survey just completed at Barnard College, Columbia University, the average freshman is slightly more than seventeen years old, weighs 123 pounds and has good heart and lungs. The survey was made by the department of physical education of the college in preparation for the annual Barnard "Health Day," which took place last Monday.

The report revealed that 28 per cent. of the girls smoke and 83 per cent. can swim, 13 per cent. being accomplished swimmers, and 45 per cent. being classed as "good" swimmers.

"ROCKY FORD" DRIVE FOR 1930

According to an announcement by W. W. Drewy, of the P. Lorillard Company, a new and intensive sales campaign will be started in 1930 on their "Rocky Ford" five-cent cigar, which has shown a tremendous increase in sales in 1929 over the year 1928.

It is stated that production on this popular brand during the first seven months of this year had passed the total production for the twelve months period of 1928, and expectations are that the year 1929 will show a 100 per cent. increase over 1928.

LOFT TO INSTALL CIGAR DEPARTMENTS

According to a recent announcement, Loft, Incorporated, which operate a chain of candy stores in Philadelphia, New York, and other large cities in the East, are at present contemplating the establishing of cigar and cigarette departments in their chain of stores. A contract for the management of these departments is at present under consideration.

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¾ H.P. Motor is . . . . . **$2000** Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

PHILADELPHIA.

BAYUK WILL EARN MORE THAN $10

SAMUEL BAYUK, president of Bayuk Cigars, Incorporated, in a letter to stockholders dated November 14th, stated that October earnings of the company per share was $1.55 on the common stock, bringing the earnings for the ten-month period to $8.29. The business outlook continues good, and it seems assured, therefore, that earnings for the year will easily exceed $10 per share.

NEW FONSECA PACKING A HIT

John Wagner & Sons, local distributors of high-grade imported and domestic cigars, report that the new Christmas packing of the "Flor de Fonseca" clear Havana brand has met with such an enthusiastic reception that they cannot begin to meet the demand, and just as fast as shipments are received they are immediately despatched to customers who are waiting for them.

The new Christmas packing of the "Flor de Fonseca" consists of twenty-five of the fifteen-cent panatela, packed in a cedar-lined aluminum bottle. The bottle is eleven inches tall, and when the cigars have been removed the container may be used for a beverage shaker, as a strainer is contained within the neck of the bottle for straining the contents whenever necessary.

John Wagner & Sons report that business with them is well ahead of last year, and they have just completed a sixty-foot addition to their already large humidor in order to accommodate the larger stock of cigars which they are now being forced to carry to keep their customers supplied.

"LA PALINA" MADE GOOD

Current advertising of the Congress Cigar Company, manufacturers of the "La Palina," is featuring the fact that this quality brand is now being made entirely from the 1928 crop of leaf tobacco—the finest crop in years. Sales on the many sizes of this brand have reached tremendous proportions in the past few years, and are still forging steadily ahead.

E. R. LIGGETT'S FATHER KILLED

The many friends of E. R. Liggett, of Bayuk Cigars, Incorporated, were shocked to learn of the death of his father, who was struck by an autobomile on North Broad Street recently, and passed away in a local hospital here.

EISENLOHR PRESIDENT A VISITOR

JOSEPH F. CULLMAN, Jr., recently elected president of Webster, Eisenlohr, Incorporated, and John J. Rogers, were in Philadelphia last week conferring with Salesmanager John P. Sweeney at the local offices of the company, discussing plans for the advertising and sales campaign for the year 1930. Webster, Eisenlohr brands have shown a splendid increase in sales during 1929 and it is confidently expected that the year 1930 will show a much greater increase in sales of "Cinco," "Webster," "Henrietta" and their other popular brands.

YAHN & McDONNELL BUSINESS GOOD

At Yahn & McDonnell headquarters, they report business well ahead of last year with "Optimo" and "Blackstone" well in the lead and showing a steady increase each month over the same month of the previous year.

William Goldsmith, vice-president in charge of sales of E. A. Klein & Company, manufacturers of "Medalist" cigars, spent a few days in town last week. "Medalist" is showing a fine increase in sales among the hotel and club stands in this territory.

Yahn & McDonnell are receiving shipments of holiday packings daily in large volume, in many new and beautiful wrappings.

The Rumidor humidor is being shown in three attractive sizes, capable of holding cigars, cigarettes or smoking tobacco and keeping them in excellent condition with the aid of the genuine rum moistener, which is contained in each genuine Rumidor. Refills may be purchased as required. This excellent humidor with the aid of the genuine rum moistener is also capable of restoring the original moisture content and flavor to tobacco and cigars which have become dry and lost their original flavor.

BEDFORD JOINS H. E. SNYDER COMPANY

Charles J. Bedford, who recently severed his connection with Webster, Eisenlohr, Inc., has joined the sales force of the H. E. Snyder Cigar Company, of Perkasie, manufacturers of the "White Ash" five-cent cigar.

Mr. Bedford will travel in his old territory, which comprises New York City and nearby counties in the State of New York, and Fairfield, New Haven, Middlesex and New London Counties in the State of Connecticut.

AN ANCIENT PREJUDICE HAS BEEN REMOVED

Legally, politically and socially woman has been emancipated from those chains which bound her. AMERICAN INTELLIGENCE has exploded the ridiculous theory that forced the stigma of inferiority upon a sex.

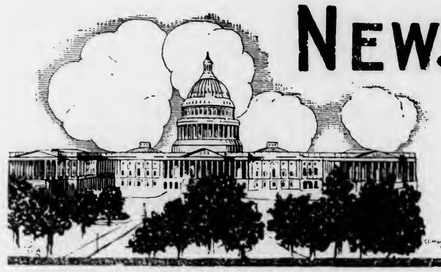
"TOASTING DID IT"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed from the tobaccos harmful corrosive ACRIDS (pungent irritants) present in cigarettes manufactured in the old-fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation-No Cough.

© 1929, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE cry of the five-cent cigar defeated all attempts to increase the import rates on tobacco November 18th, when the Senate, by a vote of 49 to 26 restored the language of the present law to the tariff bill after some four hours of debate. The net result of the vote was to disagree with the House rates of $2.50 per pound on unstemmed and $3.15 per pound on stemmed tobacco, and to disapprove of the recommendations of the Senate Finance Committee for a new rate of 87.5 cents unstemmed and $1.175 stemmed on leaf consisting of filler with more than five but not more than 35 per cent. wrapper.

Senators from the tobacco-growing districts of the South led the fight against the higher rates proposed by the House on wrapper tobacco, declaring that the cut in the internal revenue tax on cigars resulted in greatly increasing the sale of the five-cent type and that to increase the duty on wrapper would be to take away the benefit of the tax cut.

What little opposition there was to retention of the present rates came from Senators who thought that a higher duty would increase the demand for domestic wrapper tobacco, while, at the other extreme, there was some feeling that an even lower rate, permitting freer entry of foreign wrapper, would further expand the demand for five-cent cigars and thus increase the opportunities of the grower of binder tobacco.

The debate brought out the thought that an increase in the rates on wrapper would not benefit the domestic grower of that type if, as had been said, domestic wrappers were not extensively used on five-cent cigars, and would not benefit the American grower of binder tobacco since the manufacturers, if they were to continue to produce a good five-cent cigar, would have to offset the increased cost of wrapper by paying less for binder, to the detriment of the grower of the latter.

On the other hand, it was suggested that a reduction from the present wrapper rates would not benefit the binder growers here, since the saving would be so small that it could not very well be passed on, and for the same reason would not benefit the user of five-cent cigars; any saving that might result, it was declared, would go to the manufacturer and the sentiment, as Senator Smoot of Utah expressed it, was "Why throw that money away?"

"I do not know that the cigars would be a penny cheaper to the consumer if that figure were decreased," Smoot said. "The money we collect on these cigars by way of duty is considerable. It might just as well go into the Treasury of the United States. The five-cent cigar will not be any cheaper. The reason why the committee decided not to agree to the $2.50 of the House was in order to take care of the five-cent cigar, but the $2.15 will take care of the five-cent cigar in the present law. Why throw that money away? A five-cent cigar will not be any cheaper whatever if we cut the rate to 30 cents."

The fight for retention of the present rates was led by Senators Simmons of North Carolina and Sackett Kentucky. Senator Copeland of New York sought to aid the situation by having the rates cut still further, but withdrew his suggestion when the first two Senators declared themselves satisfied. Senator George of Georgia led the fight for the House rates or higher, and declared that duties on other products, cigars and cigarettes, for instance, were much higher than the Senate proposed to give the tobacco farmers. Senator Fletcher of Florida also opposed the lower rates.

When the vote was taken, however, it was found that the only southern Senators who were opposed to retention of the present rates were: Black and Heflin, of Alabama; Broussard and Ransdell, of Louisiana; Connally and Sheppard, of Texas; Fletcher and Trammell of Florida, and Goldsborough of Maryland. Barkley of Kentucky, Blease of South Carolina, and Tydings of Maryland did not vote.

Effort May Be Made to Standardize Cigar Sizes

Possible action by the Division of Simplified Practice of the United States Bureau of Standards to bring about a voluntary agreement in the cigar industry regarding the number of sizes to be produced, may result from representations made to the bureau by members of the industry.

The wide range of sizes now produced by the cigar manufacturers is declared to be working a hardship on the retail dealer, and to the manufacturers themselves. It is pointed out that in many cases three or four different sizes of a particular brand are made, the difference between them being so slight that the average smoker cannot discern it. There is also a wide and unnecessary diversification in colors, it is declared, and the use of a wide variety of wrappers, despite the fact that the filler and binder give the cigar its character, has created a misconception on the part of the public, so that it is generally believed that a light-colored cigar is a mild one, although in fact it may be just the opposite.

A preliminary study shows that one prominent cigar manufacturer, who at one time produced as many as twenty brands with eight to ten sizes for each brand, has increased his business considerably since he confined himself to approximately three sizes per brand.

The concensus is that there are too many sizes of cigars on the market and that a reduction would be of material benefit to all concerned. Representatives of the department are now interviewing several of the

(Continued on Page 12)

"All the day through"

YOU'LL always find P. A. and me together, following the sun around. But we differ from the fellow in the song. We're *never* blue! No, *Sir!* P. A. and I joined hands when linen dusters were standard equipment for the Sunday drive. I'm still broadcasting my prescription for pipe-joy.

I like to lift the hatch on a tidy red tin and treat my detector to that Prince Albert aroma. Then I light up. . . . Cool as the click of a taxi-meter. Sweet as the words: "This ride's on *me*." Mild and long-burning, with a rich, full-bodied flavor that's just great!

From the first pull after the bacon-and-coffee till the house-slipper kick-off at the end of the day, P. A. hands me plenty of silver-lined smoke-clouds. No matter what your present program, pour some of the National Joy Smoke into your pipe. Then you'll know I'm not just talking words.

This tin contains TWO full ounces of jimmy-pipe joy.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

"OLD GOLD" FEATURES JOHN BOLES

THE SECOND appearance of John Boles, the famous screen and stage star, on the air will occur during the Old Gold-Paul Whiteman broadcast over the nation-wide network of the Columbia Broadcasting System, coming from Station KHJ, in Los Angeles, Tuesday, December 3d.

Mr. Boles will sing two numbers, and with him will appear Jack Eagan, star of "Broadway Scandals"—now being released. Typical Old Gold dance numbers, featuring the King of Jazz and his vocalists, Mildred Bailey, Bing Crosby, Jack Fulton and the Rhythm Boys, will round out the program.

The hour in full follows:

1. "Zonky,"
   "From Now On."
2. "I Think You'll Like It,"
   "I'm Doing What I'm Doing for Love,"
   "Somebody Like You."
3. "Dream Love" Waltz.
4. "Sunnyside Up,"
   "Would I Love to Love You" (Eagan).
   "Painting the Clouds With Sunshine."
5. "Spanish Doll,"
   "Memories of Just One Kiss."
6. "Nobody Knows You Like I Do,"
   "Gay Love,"
   "A Little Kiss Each Morning."
7. "Lady Luck,"
   "I'm in Love With You."
8. "My Fate Is in Your Hands,"
   "Love, Your Spell Is Everywhere,"
   "Here Comes the Showboat,"
   "Oh, La, La."

WIDOW OF R. C. DULA PASSES

Funeral services for Mrs. Josephine C. Dula, widow of the late Robert B. Dula, former vice-president of the American Tobacco Company, were held on Sunday, November 17th, from the residence of her daughter, Countess Tieri, in New York City.

Mrs. Dula is survived by two daughters, the Countess Tieri and Mrs. S. C. Edgar, Jr., and two sons, Grover C. and Robert L. Dula, of New York City.

Mrs. Dula was seventy-two years of age.

WALNUT STORES COMPANY OPENS NO. 1

The Walnut Stores Company, which plans to operate a chain of drug and cigar stores in this city, recently opened its first store at the corner of Eighth and Walnut Streets with an attractive display of standard brands of cigars at cut prices.

The store is thoroughly modern in its equipment and contains drug, soda, cigar and sundry departments.

PENT IN MIDDLE WEST

Howard F. Pent, president of the Coraza Cigar Company, of this city, was a recent visitor in Cincinnati in the interest of his brand, "Marshall Field." In Philadelphia, the "Penlo" brand is gaining wide distribution, and excellent repeat orders are keeping the factory running at top notch.

BOBROW OPENS BALTIMORE FACTORY

Bobrow Brothers have opened a factory in Baltimore for the manufacture of their popular brands. It was found necessary to take this means of increasing their production in order to keep up with the demand for their "Bold," "Topic" and other brands.

MUCH TOBACCO TO BE STORED AT DURHAM

THE first entries of leaf tobacco were made at the large tobacco warehouse of the American Tobacco Company in Durham early this week, amount to more than a half million pounds.

The huge warehouse, which was just opened last month, is more than a mile long and one of the largest in the world. Revenue from tobacco stored in it will mount into millions of dollars within the coming year, for the North Carolina District, according to Customs collectors.

The first four lots of tobacco stored there were moved from New York warehouses and amounted to 506,097 pounds. The largest shipment of the four contained 498,097 pounds and the remaining three contained only a few thousand pounds each.

UNITED STORES OUTLOOK PROMISING

The *Wall Street Journal*, recently in answer to a question by a subscriber as to the advisability of selling his holdings in Tobacco Products Corporation, and buying preferred stock of the recently organized United Stores Corporation, published the following statement:

"The new management of Tobacco Products has passed the Class A dividend, which automatically stops the common stock dividend. The statement holds out the hope for resumption of A stock.

"Tobacco Products, United Cigar Stores Company of American and Union Tobacco Company are now mainly owned by United Stores Corporation. Tobacco Products is a holding company for 80 per cent. of United Cigar Stores Company stock, and also has leased its brand names and manufacturing facilities to American Tobacco Company for $2,500,000 annually. Any improvement in the position of Tobacco Products is entirely dependent upon resumption of dividends on the common stock of United Cigar Stores Company of America, from which the major portion of Tobacco Products' income has been derived.

"The preferred stock of United Stores Corporation will receive dividends before other classes of stock of the company, and is convertible into United Stores common stock, four common for one preferred after January 1, 1931, and until January 1, 1933. For the next two years thereafter, the basis of exchange is one for three; for two years thereafter, one for two, and thereafter, share for share. Thus, the preferred has priority as to dividends, and also has some of the speculative advantages of the common stock.

"There is a general feeling of confidence in the Morrow management, the attitude being that, while it may take some time, eventually a strong company will be evolved from the present companies."

CIGAR BOX COMPANY INCORPORATES

The Indianapolis Cigar Box Company, Incorporated, has been incorporated by George T. Purves, A. N. Purves and George T. Purves, Jr., with capital stock of 1000 shares of no par value. The purpose of the corporation is stated as purchasing, manufacturing and selling of wooden and metallic boxes and novelties.

SHAW COMPANY TO OPEN BRANCH

The H. E. Shaw Company, 81 Mechanic Street, Worcester, Mass., one of the largest distributors of cigars, tobacco and kindred lines, are planning to open a branch office at 20 Worthington Street, Springfield, Mass.

THE HALL OF FAME
After all nothing satisfies like a good cigar
LESCHEY-MYERS-CIGAR BOX CO.
YORK-HANOVER-PHILADELPHIA
GLOBE BOX CO.
LIMA, OHIO.
MANUFACTURERS L-M-GLOBE CIGAR BOXES.
The Best Cigars are packed in Wooden Boxes

News from Congress

(Continued from page 8)

large tobacco companies with regard to the possibility of applying simplification principles to the industry.

Firms May Require License From F. T. C.

Legislation requiring that all persons or concerns desirous of engaging in interstate commerce shall first secure a license from the Federal Trade Commission will be pushed at the regular session of Congress by Representative George H. Tinkham (Rep.) of Massachusetts.

Under a bill which Congressman Tinkham has drafted, applications for license must be filed with the Commission, showing pertinent facts, and a license is to be issued only after the the Commission has satisfied itself that the proposed activity "does not constitute an unlawful monopoly, or an unreasonable restraint of trade or commerce, or unfair competition, or a detriment to the public."

The Commission's license, unless revoked, shall constitute a complete defense to any prosecution or proceeding under the anti-trust laws. A license, however, may be revoked by the Commission, after hearing, if it develops that the holder is operating in violation of its terms.

The bill would permit a licensed corporation to acquire the stock or other capital of another licensed corporation, in whole or in part, but approval of the Commission must be first secured to the merger. The measure is designed to prevent the consummation of mergers which might tend to produce monopolies.

Reduction in Income Tax Probable

A reduction in income taxes totalling $160,000,000 which would lower the corporation tax from 12 to 11 per cent. and cut one per cent. from individual tax rates, will be asked of Congress during the regular session by Secretary of the Treasury Mellon.

The original tax reduction program of the Treasury called for substantial cuts that might run upward of $300,000,000 and it was with this in view that Treasury officials originally laid their plans. The recent precipitous plunge of the stock market, however, which in a few weeks wiped out billions of dollars in paper and actual profits, endangered governmental income to such an extent as to give rise to doubt whether any reduction at all would be possible.

Following a meeting of Federal Reserve officials at which the market situation was discussed, the results of which were laid before President Hoover by Secretary Mellon, it was decided that a tax reduction of the above proportions would be feasible.

The proposed reductions have been discussed with Republican and Democratic leaders of both Houses of Congress, who have tentatively given them their approval. Treasury officials stated, and it is expected the legislation will take the form of a joint resolution of Congress, thus permitting prompt action by both Houses and avoiding a general revision of the revenue law.

Effort Made to Stabilize Business.

Concrete steps toward "keeping business on an even keel" have been taken as a result of the series of conferences called by President Hoover with leading business and industrial interests, and it is believed in Washington that the effect of the recent stock market liquidation upon business will be kept to a minimum.

In conferring with business and industrial leaders, the President pointed out that basically there is nothing wrong with business in the United States but that steps must be taken to prevent a psychological depression.

Following the conference, leaders in various industries announced that there would be no wage cuts, that activities would be carried on through the winter months without curtailment and that new fields would be explored in an effort to expand, rather than retrench.

Speed in formulating a program for minimizing the situation was required because of the fact that we are entering the winter season, when many industries normally curtail activities and unemployment increases. Any decided increase in unemployment at this time, it was feared, would be sufficient to induce a business slump which might be difficult to recover from, while on the other hand, assurance of steady employment at present wage levels would bring about a feeling of confidence which would prevail until production and sales data for the current period proved the strength of the President's contention that business fundamentally is sound.

Representatives of industrial and trade associations will come to Washington, December 5 to attend a conference called by the United States Chamber of Commerce for the purpose of considering the formation of a business council to make a study of business conditions.

The conference was called at the suggestion of President Hoover and the group of industrial leaders who met in conference at the White House November 21. The meeting will be opened by President Hoover.

The conference will consider voluntary and cooperative action between various items of industry and between business and Government agencies in aid of business stabilization and the preservation of the recent high level of business activity.

Tax Reductions Not Permanent

Permanency of the income tax reductions in individual and corporate tax rates which is to be made by Congress before Christmas will depend in large part upon the condition of the Treasury a year from now, it is warned by Secretary of the Treasury Mellon in his annual report, just submitted to Congress.

Recommending the enactment by Congress of a joint resolution lopping off one per cent. of the normal rate on individuals and reducing the corporation tax rate to 11 per cent., Secretary Mellon points out that this action is to be applicable only to the taxes for 1929.

A year from now, depending upon the revenue prospects at that time, it is explained, Congress may either make the proposed 1929 rates permanent, pass another resolution fixing the rates for 1930 or, by failing to take any action, secure automatically the restoration of the existing rates.

"Aside from introducing into our revenue system the principle of a flexible rate which Congress after further experience and consideration may well decide to adopt permanently," the secretary comments, "the proposed program applies the major part of the reduction along the very lines that Congress would probably follow in a permanent revenue revision. It distributes the benefits as widely as possible and while giving all income taxpayers some measure of relief favors those of moderate incomes."

(Continued on Page 14)

EASTABROOK & EATON BUSINESS SOLD

THE OLD established firm of Eastabrook & Eaton, of Boston, Mass., has been sold to Thomas J. Dowd and W. G. Finn.

It has been announced that the personnel of the Eastabrook & Eaton firm will be retained intact and that the same brands will be distributed as heretofore.

Mr. Dowd is the head of the T. J. Dowd Tobacco Company, of Nashua, N. H., and Mr. Finn is an attorney and president of the New Hampshire Bond & Mortgage Company.

MEHER HEADS A. T. EXPORT DEPARTMENT

E. Meher, former division manager for the American Tobacco Company, supervising sales in the Bronx district of New York City, has been promoted to sales manager of that company's export department. Mr. Meher will be assisted by A. H. White in his new duties.

ALLES & FISHER TAKES OVER NOBLE CO.

The Noble Cigar Company, of Westfield, Mass., has been bought by Alles & Fisher, of Boston, and James Noble, former president of the Noble Company, has become associated with Alles & Fisher, in charge of the manufacture and sale of the Noble Cigar Company brands.

HIS PIPE HALTS SHIP.

The Fabre liner Providence was late in sailing for the Mediterranean on Wednesday because of Tomasso Baldini's pipe. The gangplank was up when a taxi came bounding down the pier. Out shot a man whose wild gesticulations and excited language made guards realize it was a matter of dire importance that brought him.

The guards had Tomasso paged in the steerage and the friend handed him a paper bag. In it was a blackened brier pipe Tomasso had used for forty years. He had left it at a farewell party yesterday, so the friend boarded a train and overtook the steamship here. He knew, he said, Tomasso's would not be a bon voyage without it.

TOBACCO CONSUMPTION IN CUBA.

From January 1st to August 30, 1929, Cuba consumed 137,673,275 cigars, 235,623,465 packets of cigarettes, and 225,052 pounds of picadura. During the similar period of 1928, the figures were: 151,587,380 cigars, 240,350,391 packets of cigarettes, and 242,899 pounds of picadura. During the first eight months of 1929, compared with same period of 1928, a decrease has occurred in local consumption of 13,914,105 cigars, 4,726,926 packets of cigarettes and 16,946 pounds of picadura.

RECORD CIGARETTE OUTPUT IN OCTOBER.

More cigarettes were manufactured in October than ever before in any single month. It was the sixth consecutive month with production above the 10,000,000,000 mark, while last year only one month exceeded that figure. With 11,202,293,893 cigarettes produced, October overtopped the previous high record of 11,168,406,693 cigarettes produced last May.

PARK & TILFORD EARNINGS.

In the nine months ended September 30th, Park & Tilford had profit of $929,764, after depreciation, but before Federal taxes, against $1,018,707 in the same 1928 period. September quarter profit was $281,602, against $355,757.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINAS ARE NOW RICHER, MILDER, MORE FRAGRANT THAN EVER—FOR THEY ARE MADE EXCLUSIVELY OF 1928 TOBACCOS—THE FINEST CROP IN YEARS

Tune in on the La Palina Radio Programs, every Wednesday night, 9:30 o'clock eastern time, and each Sunday night at 8 o'clock, over the Columbia Broadcasting System.

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

BUSINESS OUTLOOK ENCOURAGING

THE COURSE of the stock market and the possible effects of the break in prices have been the subjects of principal interest in financial and business circles this month, states the current issue of *The Guaranty Survey*, released last Monday by the Guaranty Trust Company of New York.

"In the market itself, some semblance of stability has been restored," *The Survey* continues. "The most important development is the disappearance of the forced liquidation and panicky selling that characterized the market at the beginning of November. The recovery in prices during the closing days of October was more than cancelled by the renewed weakness early this month. This, in turn, has been followed by a series of swift advances in a market that has shown exceptional activity despite the shortened trading sessions.

"Recent developments in numerous lines of business show an unmistakable trend toward lower levels, but in most cases it is difficult to judge to what extent the recession is due to the break in stock prices and to what extent it reflects seasonal tendencies or a continuation of the downward movement that has been visible for several months. Reports from the radio industry indicate that the results of the market collapse have been experienced very promptly. The activity of the motor industry was definitely on the decline before the break; but it is likely that the sharp curtailment now in evidence is due in part to the reduction, actual or anticipated, in consumers' purchasing power. Decreases of greater or less severity are reported in sales of such commodity as jewelry, musical instruments, furs, and the better grades of dry goods. A general decline in the rate of distribution continues to be shown by the movement of railway freight, which in recent weeks has been consistently below the 1928 level, in marked contrast to the trend earlier in the year.

"On the other hand, the weekly trade reviews state that business in general has exhibited encouraging stability, despite the disturbances in the stock market and the speculative commodity exchanges and warm and rainy weather over wide areas. Business failures last month were seasonably more numerous than in September, but were considerably fewer than a year ago, and total liabilities were the smallest in more than a year. Failures reported during the first half of this month compare even more favorably with those of earlier periods.

"The country's foreign trade report for October, like those for previous months, shows no sign of the declining ratio of exports to imports that has sometimes preceded a major business recession. Both imports and exports were exceptionally large, as they have been for many months. The export balance, however, was the largest in nearly a year and, with the exception of the figure a year ago, was the largest October total since 1924. The export surplus for the first ten months of the year is, with only two exceptions, larger than that for any corresponding period in eight years.

"Amid the mass of conflicting conditions and opinions arising out of the crisis in the stock market it is clearly too early to attempt to accurately appraise the consequences or forecast the probable results, but it is fair to say that with banking conditions strong, commercial credits sound, money easy, inventories normal, and commodity prices stable the background for business recovery from either a sharp and short recession or a mild and long depression is stronger than in other panic situations. Under such conditions business history does not reveal severe or long-continued depressions. American finance and industry are at least more strongly entrenched to meet the problems presented than ever before."

ARE CARTON SALES WHOLESALING?

THE OHIO State Supreme Court has been asked to decide whether sale of a carton of cigarettes constitutes a wholesale or retail transaction, and whether the merchant who sells cigarettes by the carton should be subject to a wholesale license tax of $200 a year, or merely a retail tax of $50 a year.

The case in question was filed by George A. Shwer and William Wagner, auditor and treasurer of Erie County, Ohio, respectively, asking the Court to order the record of their case against the Kroger Grocery & Baking Company, certified from the Erie County Court of Appeals.

The motion contends that the testimony in the case is undisputed, that the sale of a carton of cigarettes is considered a wholesale sale. "Manufacturers will sell to wholesalers, and wholesalers will sell to retailers by the carton," says the brief. "It is very seldom that containers (fifty cartons) are sold by wholesalers to retailers. Advertisements of the Kroger Company in evidence, repeatedly offer for sale cartons of cigarettes."

According to the brief, the Kroger Company in Sandusky, had a retail license, but not a wholesale license. Therefore, the auditor certified a wholesale tax to the treasurer for collection, and the treasurer proceeded to collect, whereupon the company obtained a permanent injunction in Erie County Common Pleas Court against collection of a wholesale tax, which the Court of Appeals upheld.

SUIT AGAINST LEIDERSDORF COMPANY

Circuit Judge Charles L. Aarons last week overruled a demurrer of the Lewis Leidersdorf Cigar Company, of Milwaukee, Wis., and charges of conspiring to restrain trade in violation of Wisconsin anti-trust laws have been brought against the company.

It s charged that the Leidersdorf Company in cooperation with two nationally known cigar companies have violated the State anti-trust laws.

The concerns mentioned required one hundred seventy dealers in the State to handle only the defendants' products, the State charges. In return, it is alleged the cigar companies offered these dealers a special discount.

News from Congress

(*Continued from page 12*)

The Government closed its fical year June 30, last, with a surplus of $184,787,035, the smallest surplus for any year since 1921, the report shows. Receipts for the year totaled $4,033,250,225, a decline of more than $9,000,000 from the preceeding year; expenditures aggregated $3,848,463,190, an increase of $204,943,315. Income tax collections accounted for $2,331,000,000, against $2,174,000,000 in the fiscal year 1928 and customs receipts were $603,000,000, against $569,000,000, and were the second heaviest in the history of the country, exceeded only in 1927 when they totaled nearly $606,000,000.

MISS REYNOLDS TO WED ON JANUARY 6TH

MR. AND MRS. JAMES S. DUNN, of Winston-Salem, N. C., have announced the engagement of their niece, Miss Nancy Susan Reynolds, to Mr. Henry Walker Bagley, of New York City, formerly of Winston-Salem. Miss Reynolds is the daughter of the late R. J. Reynolds, founder of the R. J. Reynolds Tobacco Company.

Miss Reynolds attended Rosemary Hall, at Greenwich, and has traveled extensively abroad. Miss Mary Reynolds is a sister, and Mr. R. J. Reynolds and Mr. Zachary Smith Reynolds are her brothers, and all are heirs to the tremendous fortune built up by their father.

Mr. Zachary Smith Reynolds was married to Miss Anne Cannon, daughter of a textile manufacturer, at 2 A. M., in York, S. C., on November 16th. The ceremony was performed by Probate Judge George P. Smith at his home. The bride's father was present at the ceremony.

Mr. Bagley has attended Oglethorpe University and the University of Virginia, and is at present in the advertising department of the Conde Nast publications.

The wedding of Miss Reynolds and Mr. Bagley will take place in Winston-Salem on January 6th, and after an extended wedding trip the happy couple will make their home in New York City.

MEXICAN CIGARETTES 2½ CENTS

According to report of Vice Consul Waldo E. Bailey, production of the five most important cigarette factories in Mexico produced approximately a half billion cigarettes during 1928. The five factories, the oldest of which was established in 1870, represents an investment of $1,470,000 and employs 200 people. Skilled labor is plentiful at the low wage of approximately ten cents an hour.

The output of Mazatlan, which is made from tobacco obtained from the State of Nayarit, is consumed entirely in Mexico, principally in the West Coast States of Sinaloa, Sonora and Lower California, with the exception of small shipments for consumption of Mexicans in California.

The Chinese population consumes very cheap cigarettes, and it is stated that less than 3 per cent. of the half million inhabitants of the district are able to purchase other than bare necessities, and cigarette manufacturers must offer a very cheap product, something less than 2½ cents United States currency for a package of twelve cigarettes of the best brand and a package of twenty cigarettes of a poorer brand for the same money.

The machinery used in Mazatlan is for the most part of American make and the cigarette wrappers are a light brown wheat straw paper imported from the United States and a white Italian product.

ALLIANCE TOBACCO INCREASES CAPITAL

The Alliance Tobacco Company, of New York City, has increased its capitalization from $15,000 to $200,000, with the intention of extending its activities in the tobacco field.

The Alliance Company does an import and export business in cigarettes.

BEECH NUT TO INCREASE STOCK

Stockholders of the Beech Nut Packing Company last week approved an increase in the authorized common stock from 425,000 shares to 475,000 shares.

PENNSYLVANIA CROP ESTIMATE INCREASED

ACCORDING to a report just issued by the Pennsylvania Federal-State Crop Reporting Service, at Harrisburg, Pa., the preliminary estimate of the Pennsylvania tobacco crop is almost 1,500,000 pounds in excess of the October 1st forecast. In the binder district the crop is curing slowly and damage in shed from frost is feared. The Lancaster County crop is curing nicely and is of good quality, but much is short in leaf. The estimated yield of 1210 pounds is below average.

The indicated United States yield of tobacco based on November returns is 739 pounds per acre, compared with the low yield of 727 pounds in 1928, and 779 pounds, the average of the previous ten years. This moderate increase in average yield, coupled with an increase in planted acreage, indicates a production that will exceed that of last year by one hundred three million pounds. The changes from last year are as follows: flue cured, 769,000,000 pounds, compared with 741,000,000 pounds in 1928; all fire cured, 168,000,000 pounds, compared with 132,000,000 last year; light air-cured, 324,000,000 pounds, compared with 294,000,000 last year; dark air-cured, 59,000,000 pounds, compared with 44,000,000 last year. Of the cigar types, fillers and wrappers show moderate increases, while binders show a decline of nearly 10,000,000 pounds.

Quality of tobacco this year is reported at 79.6 per cent. compared with 74.4 last year. Cigar districts with few exceptions show lower quality than a year ago. The flue-cured and Virginia fire-cured districts show higher figures for quality than in 1928. Excellent quality is reported also in the Kentucky and Tennessee fire-cured districts, while burley is somewhat lower. The number of Class A cigars manufactured in September, 329,422,555, is the highest production for the month in the last five years.

BOOK OF CUBA IN PREPARATION

The Federation of the Latin Press, created by virtue of an agreement of the "Prensa Latina," which recently met in Cuba, is now occupied in preparing the "Book of Cuba." It is to contain an account of the development of Cuba in all ways, and will include interesting articles on Cuban cigars. The book will constitute fine propaganda, as it will circulate among the twenty nations which took part in the Congress, among these being several European nations who are good consumers of Cuban tobacco.

The book is to be handsomely bound and the format will be 10 inches by 14 inches. There are some 400 pages, and 30,000 copies will be the edition. Cuban tobacco circles will receive the book with extreme favor.

IMPERIAL TOBACCO COMPANY DIVIDEND

Directors of the Imperial Tobacco Company of Canada on November 23d declared the usual final dividend of 10 cents a share on the $5 par common stock and a quarterly dividend of 8¾. The quarterly dividend is payable December 30th to stock of record December 6th, and the final is payable December 30th to stock of record December 16th. The quarterly dividend of 8¾ cents places the stock on a 7 per cent. annual basis, compared with 6 per cent. previously paid.

LITHOGRAPHIC MERGER REPORTED

Last week it was reported that negotiations were in progress for a merger of the United States Printing and Lithographic Company and the American Lithographic Company.

DEBATE ON TARIFF BILL

(Continued from Page 4)

"There are a number of items included in the sundries schedule in which the tobacco industry is interested, and as the sundries schedule is the very last in the bill, no action has been taken thereon.

"It may be emphasized at this point that thus far the Senate, sitting as a committee of the whole, has only been considering amendments to the bill proposed by the Senate Finance Committee. Items that have not been amended by the committee, as well as any other amendments that individual Senators may want to introduce, will be taken up after the committee amendments are disposed of.

The Contract Labor Provision

"As reported in our previous bulletins, an amendment was passed by the Senate some time ago, precluding the importation of any article produced by

"a. Convict labor.

"b. Forced labor.

"c. Indentured labor.

"The third clause would virtually preclude the importation of sumatra as well as many other commodities, such as rubber, sugar, tea and many mined articles, for the reason that the labor employed in connection therewith in foreign countries or colonies, is what is usually employed under contracts containing *penal sanctions*.

"It is to be noted that the new amendment does not preclude the employment of labor under contract, but it does preclude the employment of such labor under contracts containing penal sanctions provisions—that is where the employee refusing to work might be put in prison or physically punished.

"It is, however, confidently expected that this drastic provision will be remedied before the bill passes."

The record of the vote on the tobacco rates is as follows:

Senators Who Voted to Retain Present Rate on Wrapper Tobacco

Henry J. Allen	(R)	Kansas
John J. Blaine	(R)	Wisconsin
Sam G. Bratton	(D)	New Mexico
W. E. Brock	(D)	Tennessee
Arthur Capper	(R)	Kansas
Royal S. Copeland	(D)	New York
James Couzens	(R)	Michigan
Porter H. Dale	(R)	Vermont
Charles S. Deneen	(R)	Illinois
Walter E. Edge	(R)	New Jersey
Simeon D. Fess	(R)	Ohio
Guy D. Goff	(R)	West Virginia
Frank L. Greene	(R)	Vermont
Frederick Hale	(R)	Maine
Pat Harrison	(D)	Mississippi
Henry D. Hatfield	(R)	West Virginia
Harry B. Hawes	(D)	Missouri
Carl Hayden	(D)	Arizona
Robert B. Howell	(R)	Nebraska
Hiram W. Johnson	(R)	California
Wesley L. Jones	(R)	Washington
Henry W. Keyes	(R)	New Hampshire
Robert M. La Follette	(R)	Wisconsin
Roscoe C. McCulloch	(R)	Ohio
Thomas J. Walsh	(D)	Montana
Kenneth McKellar	(D)	Tennessee
Wm. H. McMaster	(R)	South Dakota
Charles L. McNary	(R)	Oregon
George H. Moses	(R)	New Hampshire
Peter Norbeck	(R)	South Dakota
George W. Norris	(R)	Nebraska
Tasker L. Oddie	(R)	Nevada
Lee S. Overman	(D)	North Carolina
Roscoe C. Patterson	(R)	Missouri
Lawrence C. Phipps	(R)	Colorado
Key Pittman	(D)	Nevada
Arthur R. Robinson	(R)	Indiana
Frederic M. Sackett	(R)	Kentucky
Thomas D. Schall	(R)	Minnesota
Samuel M. Shortridge	(R)	California
F. M. Simmons	(D)	North Carolina
Ellison D. Smith	(D)	South Carolina
Reed Smoot	(R)	Utah
Daniel F. Steck	(D)	Iowa
Hubert D. Stephens	(D)	Mississippi
Claude A. Swanson	(D)	Virginia
Elmer Thomas	(D)	Oklahoma
Arthur H. Vandenberg	(R)	Michigan
David I. Walsh	(D)	Massachusetts

Senators Who Voted for the Increased House Rate

Hugo L. Black	(D)	Alabama
Smith W. Brookhart	(R)	Iowa
Edwin S. Broussard	(D)	Louisiana
Tom Connally	(D)	Texas
Bronson M. Cutting	(R)	New Mexico
Duncan U. Fletcher	(D)	Florida
Lynn J. Frazier	(R)	North Dakota
Walter F. George	(D)	Georgia
Frederick H. Gillett	(R)	Massachusetts
Otis F. Glenn	(R)	Illinois
Phillips Lee Goldsborough	(R)	Maryland
William J. Harris	(D)	Georgia
Daniel O. Hastings	(R)	Delaware
J. Thomas Heflin	(D)	Alabama
Hamilton F. Kean	(R)	New Jersey
John B. Kendrick	(D)	Wyoming
Gerald P. Nye	(R)	North Dakota
Joseph E. Ransdell	(D)	Louisiana
Morris Sheppard	(D)	Texas
Frederick Steiwer	(R)	Oregon
John Thomas	(R)	Idaho
John G. Townsend	(R)	Delaware
Park Trammell	(D)	Florida
Frederic C. Walcott	(R)	Connecticut
Charles W. Waterman	(R)	Colorado
Burton K. Wheeler	(D)	Montana

CIGAR PRODUCTION AHEAD OF LAST YEAR

ALTHOUGH figures just released by the Treasury Department showing production of cigars, cigarettes, etc., for the month of October, 1929, show a decrease in cigar production of more than 21,000,000 for all classes, figures for the first ten months of the calendar year 1929 show an increase in production of more than 106,000,000 for all classes. The increase, however, is all in Class A, which shows an increase of more than 237,000,000 cigars for the first ten months of this year, while Classes B, C, D and E all show substantial decreases in production over the same period of last year, which brings the net increase for all classes to 106,655,553 cigars.

Cigarette production shows an increase of nearly 12,000,000,000 cigarettes for the ten months' period, while smoking tobacco and snuff both show decreases for the same period.

OCTOBER CIGAR PRODUCTION

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of October, 1929, and are issued by the Bureau. (Figures for October, 1929, are subject to revision until published in the annual report):

Products	*October, 1928.*	*October, 1929*
Cigars (large):		
Class A.....No.	352,414,890	362,419,155
Class B.....No.	70,993,593	59,989,310
Class C.....No.	275,986,080	258,180,790
Class D.....No.	18,988,453	16,460,252
Class E.....No.	4,935,034	4,661,429
Total.....	723,318,050	701,710,936
Cigars (small).....No.	41,268,707	37,474,653
Cigarettes (large).....No.	868,369	1,007,300
Cigarettes (small).....No.	9,921,526,623	11,202,293,893
Snuff, manufactured...lbs.	3,656,476	3,656,874
Tobacco, manufactured.lbs.	31,676,928	30,080,640

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the September Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of October:

Products	*October, 1928.*	*October, 1929*
Cigars (large):		
Class A.....No.	13,268,065	11,196,940
Class B.....No.	753,950	319,500
Class C.....No.	3,084,510	1,783,590
Class D.....No.	.....	15,200
Class E.....No.	.....	1,000
Total.....	17,106,525	13,316,230
Cigars (small).....No.	1,040,000	1,000,000
Cigarettes (large).....No.	500,000	425,800
Cigarettes (small).....No.	55,290	140,820

Tax-paid products from the Philippine Islands for the month of October:

Products	*October, 1928.*	*October, 1929*
Cigars (large):		
Class A.....No.	16,868,220	18,243,165
Class B.....No.	352,953	228,097
Class C.....No.	116,826	97,302
Class D.....No.	1,100	1,550
Class E.....No.	2,600	4,020
Total.....	17,341,699	18,574,134
Cigarettes (small).....No.	61,900	377,080
Tobacco, manufactured.lbs.	90	309

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the October Statement of Internal Revenue Collections

Objects of Taxation	*First four months Fiscal year 1929*	*1930*
Tobacco manufactures:		
Cigars	$8,738,934.80	$8,541,712.95
Cigarettes	118,226,759.51	129,652,365.59
Snuff	2,359,699.61	2,397,489.28
Tobacco, chewing and smoking.....	21,448,087.39	21,575,105.28

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WANTED—SALESMAN, NOW CALLING ON RETAIL TRADE. Large additional income easily made selling from pocket illustration. Ideal sideline. Address, Lorrac Products Co., Philip St., Albany, N. Y.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HOLLYWOOD MAKING CIGARS FOR WOMEN

MARK LICKTER, a Hollywood tobacconist, last week placed on the market a cigar manufactured especially for the ladies, and states that he decided to do so because of the persistent demand for such a cigar. Although the cigar is much smaller and daintier than that made for the masculine smoker, it is a cigar nevertheless, and the manufacturer states that orders for this type of cigar are steadily piling up from female addicts of the weed who are no longer satisfied with cigarettes, advertising claims to the contrary notwithstanding.

To one Hollywood notable—Rupert Hughes—there is nothing to get excited about in this development. Hughes, whose short story, "The Woman Who Smoked Cigars," should make him some sort of an authority on the subject, says that he knows quite a few women who like a good cigar.

"As I see it, there is no moral issue involved. It must be remembered that George Washington's mother smoked her pipe with relish, and that many a benign old lady in the mountain regions has enjoyed her pipe for years with no ill results to herself or any one else," said Mr. Hughes.

NOVOTNY A VISITOR

Arthur L. Novotny, of Novotny's Smoke Shop, New York City, importers of cigarettes and smokers' articles, was a visitor in Philadelphia last week.

Tobacco Merchants' Association Registration Bureau,

431 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BELCREST:—45,611. For cigars, tobacco and cigarettes. November 19, 1929. A. Siegel & Sons, Inc., New York, N. Y.

OLD EAST:—45,612. For all tobacco products. November 21, 1929. George Schlegel, Inc., New York, N. Y.

M. & A. FRESH ROLLED PERFECTOS:—45,613. For cigars. November 22, 1929. Masterpiece Cigar Co., Grand Rapids, Mich.

MELVALE:—45,607. For cigars, cigarettes, cheroots and tobacco. November 6, 1929. William Boucher & Sons, Baltimore, Md.

DALY'S SEVENTEEN:—45,608. For cigars. November 14, 1929. Thomas J. Daly, Lansdowne, Pa.

HAND MATE:—45,609. For all tobacco products. November 15, 1929. George W. Helme Co., Inc., New York, N. Y.

TRANSFERS

L'AIGLON:—45,610 (The Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 11, 1900, by Chas. A. Krull, Philadelphia, Pa. Transferred to John H. Witter, Newmanstown, Pa., and re-transferred by Henrietta Witter, Administratrix for John H. Witter to Behn Meyer & Company, Manila, P. I., November 11, 1929.

RETOLD:—45,590 (T. M. A.). For all tobacco products. Registered September 24, 1929, by George Schlegel, Inc., New York, N. Y. Transferred to W. H. Synder & Son, Windsor, Pa., November 19, 1929.

LICORICE PRODUCES FIRE EXTINGUISHER

ACCORDING to recent announcement, modern chemistry has performed another miracle.

Roots of the licorice plant, regarded as waste material, were removed, have been found to have very important uses.

These new discoveries were made in the laboratories of MacAndrews & Forbes Company, Camden, world's largest manufacturers of licorice and its by-products.

From the roots have come an important fire extinguisher and an insulating board. The former will smother the stubbornest kind of fires, namely, those found in gasoline and oil tanks. It is called "Fire Foam Liquid." The insulating board has been named "Maftex."

Much of the credit for discovering the unexploited properties of the licorice roots is given to Dr. Percy A. Houseman, chief chemist of MacAndrews & Forbes Company.

Formerly it was the habit of the company to clean and then squeeze the juices from the roots. Then the residue was discarded or burned. Dr. Houseman found that through boiling the discard the fire-fighting liquid was formed. The remainder was treated and boxboard, or insulating board, resulted.

Within the past months MacAndrews & Forbes have placed on the market a new cough medicine, "Licolin," which has a base genuine licorice. It is pointed out that pure licorice has a beneficial effect on the digestive system.

In commenting on licorice and its early history Dr. Houseman said:

"One of the earliest edible plants of which we have record is the licorice plant, a weed that grows in great profusion in the region identified with the biblical 'Garden of Eden.' Assyrian tablets record in hieroglyphics the virtues of a decoction of licorice root and to this day the Chinese use large quantities of licorice to keep their bodies supple, to increase their endurance and to enable them to become 'old in years without aging the body.' The Greeks and Romans were alive to the value of licorice and there are records of it being prescribed as a tonic for the Caesars by their personal physicians.

"Enormous quantities of licorice root are now gathered by thousands of peasants from Madrid to Bagdad and from the Volga to the Nile and sent to America, where it is extracted to provide an important pharmaceutical article, as well as being an indispensable flavoring material for the tobacco trade and a health-giving ingredient of confectionery.

"One would think," continued Dr. Houseman, "that a weed could be expected to perform no more service to mankind than supplying the three industries mentioned; yet modern scientific research has won from the lowly licorice root a whole series of commercially valuable commodities.

"After the licorice extract has been removed from the root there is left a fiber which resembles the tan bark made familiar by the circus ring. This "spent" licorice root on boiling with soda yields a compound which has literally saved millions of dollars as an efficient agent for extinguishing fires. This extract of spent licorice root has a phenomenal property of foaming when mixed with baking soda and alum, and it is this foam which smothers any burning surface on which it is spread. Oil fires, which are particularly difficult to fight, succumb immediately to the licorice foam blanket.

"Still the scientist was not satisfied. Urged forward by 'a divine discontent,' he determined to make licorice root match the story of the complete utilization of the pig—except the 'squeal.'

"Turning to the licorice root fiber from which he had taken the licorice and the fire-extinguishing compound, he discovered that it made a boxboard which was much tougher than that in common use.

"Finally it was discovered that the licorice fiber, besides having unusual strength, was a remarkable insulator against heat and sound. So was found a new instrument for the builder."

CUBA MAY TAX CIGAR LIGHTERS

A bill has been introduced in the Legislature in Cuba imposing a tax of one dollar on every cigar lighter sold in that country, alleging that the importation of automatic lighters is ruining the match industry there.

Several thousand lighters have recently been imported by manufacturers there to be given away at Christmas time as advertisements for the individual firms.

Presumably, the new law, if passed, will not affect these lighters, as they are to be given away, and not sold. The match industry is of importance to Cuba, aside from the employment it gives to many men and women, because the tax on matches, along with that on alcohol, was created in 1903 to furnish interest and sinking fund for Cuba's first great loan, $35,000,000, which was used to pay off the Cuban Army of Liberation.

DECEMBER 15, 1929

LIBRARY RECEIVED DEC 19 1929 U. S. Department of Agriculture

VOLUME 49 No. 24

THE TOBACCO WORLD

BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY
8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha		Syracuse	WFBL
Boston	WNAC	Council Bluffs	KOIL	Washington	WMAL
Buffalo	WKBW	Rochester	WHEC		
Kansas City	KMBC	Philadelphia	WCAU	Harrisburg	WHP
New York City	WABC	Pittsburgh	WJAS	Minneapolis	WCCO
Okl. City	WKBW	Providence	WJAN	Detroit	WGHP

ROCKY FORD CIGARS

LONG FILLER
Imported . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Even diamonds do not come in paper boxes

The old saw, "80% alfalfa and a dash of hay," was never said of a cigar. Cigars stand on their dignity. They carry with them a certain air of respect. Many famous brands have established an enviable reputation. And it is worthy of note, that expensive brands of fine cigars which have become popular symbols of affluence and an aristocracy of taste, always are packed in wooden boxes.

To pack them any other way, would penalize prestige as quickly and as surely as would cheapening the quality of their tobaccos. If this time-honored form of packing is essential to the finest cigars, no lower grade may deny itself this point of distinction without sacrificing favor. It is good business to pack your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

A good cigar is a certain mark of an aristocracy of taste and a stamp of good fellowship.

Volume 49

THE TOBACCO WORLD

Number 24

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, DECEMBER 15, 1929 — Foreign $3.50

CIGARETTE PRICE WAR BREAKS ANEW

RETAIL cigarette prices dropped to new lows on Thursday of last week when the country's leading distributors announced a drastic step in the price war which has been going on under cover since October 7th, when higher retail prices were in order as a sequel to an increase in wholesale rates.

United Cigar Stores Company took the initiative in the newest price-cutting move by announcing a slash of three cents a package, to twelve cents. The Great Atlantic and Pacific Tea Company, which has continued to sell the popular brands at two packages for a quarter since the raise in wholesale prices, promptly announced that the new price would be met.

The Schulte Stores, which have maintained the two-for-a-quarter price along with the Great Atlantic and Pacific stores and cut-rate tobacco and drug stores, despite the increase in other quarters, is maintaining the two-for-a-quarter price.

Officials of the interests concerned admitted that the new retail prices were suicidal so far as profits were concerned, and will mean that the country's cigarette business, aside from manufacturing and wholesaling, had gone to a basis of cost or below.

The Kroger Grocery and Baking Company, another large retailer of cigarettes, announced that it would maintain present prices on the popular brands, thirteen cents straight.

The Liggett Drug Stores announced a price of twelve cents per package; three packages for thirty-five cents, and a carton for $1.13, and state that these prices are the lowest prevailing in the industry.

The Liggett Drug Stores also issued the following statement: "Occasionally—sometimes from a desire to sacrifice legitimate business for advertising purposes, sometimes from a desire to grasp and secure control of the business of others—large retail concerns cut prices on popular items to a figure which leaves no living margin or profit to the average dealer, nor to themselves.

"A cut-rate war has been started, and is being waged by several large retail concerns at the present time. The Liggett Drug Stores have always operated their business on the sound principle of selling merchandise of high quality at reasonable prices, yielding a fair margin of profit to the owners of the business.

"But we do not propose to have our legitimate business diverted to others through such cut-price methods. With our large chain of nearly 600 stores, our buying power is equal to that of any corporation in the country, and should we permit this pernicious practice to continue unchallenged, our business, and that of all other legitimate merchants will suffer.

"We will not allow our stores to be undersold by any such tactics, or for any such purpose as described."

(Continued on page 17)

CHARLES DUSHKIND REPRESENTS T. M. A. AT HOOVER INDUSTRIAL CONFERENCE

REPRESENTING the Tobacco Industry at the Hoover Business Conference held at the U. S. Commerce Chamber, Charles Dushkind, counsel and managing director of the Tobacco Merchants' Association of the United States, said in his report to the Conference: "That there has been no signs of and recession in the tobacco industry. On the contrary, the industry is not only continuing its usual progress, but the increase in consumption of tobacco products in the last six months ending October 31st, as reflected by the Internal Revenue taxes paid, amounts to 9.59 per cent. over the corresponding period of 1928, when a gain of 7.48 per cent. over 1927 was registered."

"These figures were computed from the officially reported Internal Revenue taxes paid to the Government for the reason that with the tax rates on the various types of tobacco products being fixed and stationary, the taxes paid to the Government must, of course, accurately reflect the volume of business."

"The Internal Revenue figures show that in the last six months ending October 31st the taxes paid on tobacco products amounted to $244,622,494.25 as compared with $223,216,397.02 in the corresponding six months in 1928. Furthermore, that according to the tax payment the business in the last six months has not only registered a substantial gain each and every month over and above the corresponding month in 1928 as it, in fact, registered like increases in the preceding months, but that the very gain for the six months is 28.87 per cent. higher than the gain made in the same period of 1928 over the corresponding period of 1927."

"That judging from the demands for holiday goods, coupled with the fact that the business is continuing to this very day its steady growth at the high rate attained in the current year, there seems to be an unmistakable indication that in the next six months the tobacco business will continue its normal volume with an undiminished rate of increase over and above the corresponding period of this year."

COOLEY MADE B. & W. PITTSBURGH MANAGER

H. J. Cooley, who has been associated with the Albany, New York, offices of the Brown & Williamson Tobacco Corporation for some time, has been made division manager of the Pittsburgh district, to succeed D. E. Burton, who recently resigned.

Mr. Cooley, has also put in some splendid work for the Brown & Williamson Corporation, in New York and Boston, before his connection with the Albany office, and it is anticipated that "Sir Walter Raleigh" smoking tobacco and "Raleigh" cigarettes will continue to show a steady increase in his new territory, where these brands are already enjoying a splendid distribution.

UNION TOBACCO MEETING DECEMBER 20

A MEETING of the stockholders of the Union Tobacco Company has been called for December 20th, at 7 West Tenth Street, Wilmington, Del., for the purpose of voting on a proposal of the American Tobacco Company, whereby the Union Tobacco Company will give up control of four brands of cigarettes and six brands of smoking tobacco. A letter addressed to stockholders of the Company reads as follows:

"Your company has been selling certain brands of cigarettes and tobacco under lease from the American Tobacco Company. The American Tobacco Company now asserts that the lease has been broken and that it has a right to recapture the brands and to recover damages from your company. Your company has begun a suit to prevent this recapture. Since the beginning of the litigation the American Tobacco Company has proposed a way of settlement that it give up its claim for damages and that your company give up the brands. A special meeting of the stockholders of your company has been called to vote upon the acceptance of this proposal.

"The management of your company recommends that you vote in favor of the acceptance of the proposal. The lease from the American Tobacco Company is an extremely burdensome one. Your company has conducted business under it at a heavy loss and, in the judgment of your directors, there is no likelihood in the future of earning anything under the lease either for Class A or common stock. On the contrary, there is every likelihood that continued operation under the lease will be at a loss and will dissipate remaining assets which your company now holds for its stockholders' account, and this dissipation will be increased by the heavy costs of the litigation which is now in progress. There is also a danger (by attempting to continue operations under the lease) of incurring heavy damages by failure to perform.

"A more detailed statement of the nature of the proposed settlement, of the assets held by your company outside the American Tobacco Company lease, and of the reasons why the board believes that an acceptance of the proposed settlement is in your best interests is contained in the following appendix.

Continued on Page 15.

F. T. C. MAY INVESTIGATE PRICE CUT

LAST Saturday, Ben Gorlitzer, president of the Independent Retail Tobacconists' Association of American, Incorporated, said that the Federal Trade Commission would be asked to investigate the cutting of cigarette prices by the United Cigar Stores Company and other chain stores. Mr. Gorlitzer asserted that it was impossible to sell cigarettes at a profit at the reduced prices and that the purpose of the price war was to force independent dealers out of business.

He further stated that in the last six months more retail tobacconists had failed than in the preceding ten years. He pointed out also that the leading chain-store tobacco companies had passed their dividends.

"The renewed cut-price war on popular cigarettes," he said, "again serves to emphasize the necessity for concerted action on the part of independent dealers in maintaining standard prices. The futility of any attempt on the part of independent dealers to meet such disastrous and unwarranted competition is too apparent to go into detail here.

"Cigarettes form nearly eighty-five per cent. of our gross sales, and the attempt to sell at the reduced prices would mean a terrific loss.

"There is only one answer, and that is to maintain present prices. To do otherwise means the virtual elimination of the independent dealers. The independent dealers must stand together and make a fight."

David A. Schulte issued a statement, in which he reiterated that the demoralized conditions in the retail tobacco field must be corrected by the manufacturers. Mr. Schulte expresses the view that the fact that cigarettes are selling at a level which affords no profit to the retailers will awake public consciousness and align the consumers on the side of those from whom they purchase cigarettes.

Meanwhile there were no further changes in price announced by retailers, virtually all of the chains and cut-rate dealers conforming to the twelve-cent price level initiated by United Cigar Stores. Liggett's Drug Stores recorded the "bottom price" for cartons of the popular brands at $1.13, compared with $1.19 for the Great Atlantic and Pacific Tea Company, and $1.20 for the United.

(*Continued on Page 17*)

The Tobacco World

Extends to its Readers and Friends

Sincere Best Wishes for a real

Merry Christmas

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¼ H.P. Motor is $2000

Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra.

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Long-Filler Bunch Machine

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few strips of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

PHILADELPHIA.

WEBSTER-EISENLOHR NET INCREASES

REPORT of Webster-Eisenlohr, Incorporated, for the nine months ended September 30, 1929, shows net income, after selling, general and miscellaneous expenses and tax reserve, of $404,643, an increase of $275,606. For the quarter ended September 30, the net income was $166,878, as compared with $76,152 for the same period last year.

Joseph F. Cullman, Jr., president, in commenting upon the earnings, said: "In view of recent change in management and consequent lack of opportunity to investigate thoroughly the condition of the company, it is impossible to determine at this time what adjustments may have to be made in inventory or other items, but, as it will be the policy of this management to maintain its inventory and other assets at extremely conservative levels, it seems entirely probable that the adjustments to be made at the end of the year will materially reduce the earnings below those indicated by the statement. I believe, however, it can be safely assumed that these adjustments will not reduce the net earnings of the year below the preferred dividend requirements."

SAM PALEY ON WINTER VACATION

Sam Paley, president of the Congress Cigar Company, left last week for Southern California, where he will spend his winter vacation. Mr. Paley stopped off at Hot Springs, Ark., enroute to California, for a short visit.

O. M. Carmichael, of West Palm Beach, Fla., was a recent visitor at "La Palina" headquarters and reported that the holiday demand in his territory was beyond all expectations.

G. H. P. CONFERENCE

Final plans are rapidly being completed for the annual conference of sales and executive forces of the G. H. P. Cigar Company, which will be held this year at the Benjamin Franklin Hotel, December 27th to 30th inclusive.

This annual event is well balanced with business and pleasure, and is eagerly awaited by the sales and executive forces.

E. S. THOMPSON A VISITOR

E. S. Thompson, well-known cigar broker, of Tampa, Fla., was a recent visitor in Philadelphia, visiting the retail and jobbing trade in the interest of his brand, "Champ Clark".

BAYUK VISITOR

A RECENT visitor at Bayuk headquarters at Ninth Street and Columbia Avenue, was J. P. Given, territorial manager, of Buffalo, N. Y. Mr. Given was conferring with sales manager, A. Joseph Newman, on shipments to his territory for the holiday trade.

B. W. Burnside, who has been in Pittsburgh, assisting the N. Rice Cigar Company, in a sales campaign on Bayuk products in that territory, has returned to headquarters, reporting highly satisfactory results. Officials of the Company expect a record-breaking business during the holiday season this year.

OLD TIME CIGAR MAN DEAD

Mahlon Newton Fox, well-known in retail cigar circles here for more than fifty years, passed away at his late residence in Hyland Park, and was buried on Thanksgiving Day.

Mr. Fox entered the retail cigar business about fifty years ago, when he opened a store at Seventh and Market Streets, and later he also opened a store at Eleventh and Market Streets. Later Mr. Fox became associated with the firm of E. Bradford Clark & Co., high-grade grocers, and his most recent connection was with Yahn & McDonnell, in their Widener Building store. Mr. Fox retired from active business a few years ago.

BOWLERS HOLD DANCE

The Cigar Manufacturers Bowling League held their annual dance at Turner's Hall on Friday evening, marking the close of the first half of the 1929-1930 season.

The standing of the teams at the beginning of the second half is as follows:

Bayuk Phillies	.725
Dutch Masters	.650
Cinco	.600
Harvester	.575
El Producto	.525
Bayuk Havana Ribbon	.450
Cremo	.375
Chancellor	.100

SCHULTE-UNITED SALES INCREASING

Schulte-United Five-Cent to a Dollar Stores, Incorporated, report sales for November totaling $2,786,833. October sales amounted to $2,227,973.

Judges of Quality

"One thing you can say for the men—they know a good smoke."

Their judgment has made Camels the most popular cigarette in the United States.

Camel

CIGARETTES

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CONGRESSIONAL action leading to the establishment of a parcel post convention with Cuba again is strongly recommended by the Postmaster General in his annual report, just submitted to Congress. This can only be accomplished, it is pointed out, by repeal of the law restricting the importation of cigars and cigarettes.

A tentative parcel post arrangement was entered into several years ago, with a condition that it should become permanent when Congress repealed this law, which action was to be taken within a certain time. Congress failed to enact the necessary legislation and the agreement lapsed.

"Cuba continues to be practically the only country in the world with which we are unable to effect parcel post arrangements," Postmaster General Brown points out. "This is due to the failure of Congress to repeal the old law prohibiting the importation of cigars and cigarettes in quantities of less than 3000 to the package. Cuba contends that this legislation, which was enacted many years ago to prevent smuggling and is no longer necessary, deprives that country of any reciprocal benefit from an exchange of parcel post, and thus the remainder of our industries are penalized by the continuance of a measure that is of very doubtful benefit, even to our tobacco interests.

"This department and the Treasury Department have repeatedly recommended repeal of this law, and it would greatly serve American business if Congress would take such action at the coming session, and thus make it possible for our exporters to enter the Cuban market on an equality with those of other countries."

Flexible Provisions For Income Tax

The principle of a flexible tax rate in income tax reduction affecting individual and corporate tax rates, which is carried in the pending tax reduction program, may prove to be the best way of dealing with tax legislation it is suggested by Secretary of the Treasury Mellon in his annual report, just submitted to Congress.

"Aside from introducing into our revenue system the principle of a flexible rate which Congress after further experience and consideration may well decide to adopt permanently," the Secretary comments, "the proposed program applies the major part of the reduction along the very lines that Congress would probably follow in a permanent revenue revision. It distributes the benefits as widely as possible and while giving all income taxpayers some measure of relief favors those of mederate incomes."

Secretary Mellon recommended the lowering of the normal tax rate on individuals by one per cent. and reducing the corporation tax to eleven per cent. This legislation, he contended, is not of a radical character, relating as it does only to the taxes for 1929.

Congress may determine at the expiration of a year, after a study of the revenue prospects, whether it is advisable to make such legislation permanent or draw up a new scale of rates. If that body feels, however, that rates in effect prior to 1929 will best serve the future interest of the country, it need take no legislative action, which would automatically restore the old rates to effect.

The report on the condition of the Treasury at close of the fiscal year, June 30, last, is as follows: Surplus, $184,787,035, the smallest for any year since 1921. Receipts for the year totaled $4,033,250,225, a decline of more than $9,000,000 from the previous year; expenditures, $3,848,463,190, representing an increase of $204,943,315. Income tax collection amounted to $2,331,000,000 against $2,174,000,000 in the fiscal year 1928 and customs receipts were $603,000,000 against $569,000,000, and were the second largest in the history of this country. The high mark was in 1927, when they totaled almost $606,000,000.

Government Expenses Less

Initial appropriations for the operation of the Government during the fiscal year which begins July 1, next, will total $4,590,915,808, it is disclosed by the annual budget just submitted to Congress by President Hoover. This is nearly $120,000,000 less than the appropriations so far made for the current year, but does not include any appropriation for the revolving loan fund of the Federal Farm Board.

In view of the fact that the budget is so close to the total appropriations made for this year, it is highly probable that the expenses of the Federal Government during the fiscal year 1931 will be considerably higher than for the present year.

Among the items carried in the budget are $690,000 for the Board of Tax Appeals, compared with present appropriations of $663,863; $1,437,460 for the Federal Trade Commission, against $1,277,760; $825,000 for the Tariff Commission, against $789,000; $165,088,506 for the Department of Agriculture, against $155,729,990; $52,382,270 for the Department of Commerce, against $58,795,609; $304,302,347 for the Interior Department, against $311,346,075; $32,017,292 for the Department of Justice, against $27,937,370; $12,219,770 for the Department of Labor against $10,774,430; $380,392,526 for the Navy Department against $362,061,247; $838,970,577 for the Post Office Department, against $818,235,725; $17,238,659 for the State Department, against $14,794,945; $348,107,000 for the Treasury Department, against $342,631,715; and $466,626,332 for the War Department against $463,452,777.

(Continued on Page 18)

AN ANCIENT PREJUDICE HAS BEEN REMOVED

Justice is no longer dispensed by ignorant and individual domination. Another ancient prejudice stands convicted by AMERICAN INTELLIGENCE which insists that a jury "twelve good men, tried and true" decide the facts.

"TOASTING DID IT"—

Gone is that ancient prejudice against cigarettes — Progress has been made. We removed the prejudice against cigarettes when we removed from the tobaccos harmful corrosive acrids (pungent irritants) present in cigarettes manufactured in the old fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation-No Cough.

© 1929, The American Tobacco Co., Mfrs.

RALEIGHS at twenty cents couldn't please more people—or please any people more—even if they cost twenty dollars.

BROWN & WILLIAMSON TOBACCO CORPORATION *Louisville, Kentucky*

CULLMAN AND SMITH AGAIN ASSOCIATES

When former Governor Alfred E. Smith was recently elected chairman of the board of the County Trust Company, of New York City, he became associated with Howard S. Cullman, well known leaf tobacco dealer of New York city, for the third time.

Mr. Cullman was chairman of the campaign committee at the time Mr. Smith was elected Governor of New York State, also chairman of the Finance Committee of the National Democratic Committee at the last presidential election, and he is also a member of the executive committee of the County Trust Company.

KROGER PAYS 5 PER CENT. IN STOCK

The board of directors of the Kroger Grocery and Baking Company, on Thursday declared a common stock dividend of 5 per cent. on the common stock of the company. The dividend is payable as follows: Two per cent. January 11th to stockholders of record December 21st; one per cent. March 1st to stockholders of record February 10th; one per cent. June 2d to stockholders of record May 10th, and one per cent. September 1st to stockholders of record August 21st. The Kroger Grocery and Baking Company retails a large quantity of cigarettes.

CONGRESS CIGAR EXTRA

The board of directors of the Congress Cigar Company has declared an extra dividend of twenty-five cents, and the regular quarterly dividend of $1.25 a share. Both dividends are payable January 2d to stockholders of record December 14th. This is the same extra disbursement as was made in the previous quarter, which is ample proof that "La Palina" cigars are, and have, "made good."

GOUCHER LIFTS SMOKING BAND

Smoking has become so common among girls that Goucher College on last Friday lifted the ban against students smoking in public places.

An announcement from the college explained the reason for the move initiated by the student council and approved by the entire college authorities. Smoking will be permitted in tearooms approved by the college and a smoking room in a dormitory will be fitted up. Students had been allowed to smoke at the home of friends, but smoking in the dormitories or in tearooms or other public places had been forbidden.

OLD GOLD TO BROADCAST HITS FROM "SONS O' GUNS"

THE "Old Gold"—Paul Whiteman Orchestra on next Tuesday, December 17th, will mark another memorable radio event in the first appearance on the air of Mary Margaret Owens who is now busily engaged on the coast in the "talkies."

In addition to this celebrity will be heard for the first time over the air hits from the new Connelly and Swanstrom musical comedy "Sons O' Guns." This is a special courtesy release to Paul Whiteman as this show will not permit any of its numbers to be broadcast for sometime to come.

Among the new tunes which "Old Gold" will offer are, "You're Responsible," "With You With Me," "Tanned Legs" and "Blue Eyes Get Red Ready for Love."

The popular Paul Whiteman Rhythm Boys will again be on the program as well as Mildred Bailey, contralto, Bing Crosby, baritone, Jack Fulton and Al Rinker.

The complete program follows:

1. "Liza"—Trio.
   "Red Hot and Blue Rhythm—Rhythm Boys.
2. "I'm Walking with Moonbeams"—Bailey.
   "Why"—Crosby.
   "I Could Do It for You."
3. "Diane"—Waltz—Fulton.
4. "You're Responsible"—Crosby.
   "With You with Me"—Bailey.
   "Tanned Legs"—Rhythm Boys.
5. "Not A."
   "Blue Eyes Get Red Ready for Love."
6. "Show Boat Medley."
   1. "Old Man River."
   2. "Only Make Believe."
   3. "Can't Help Lovin' That Man."
   4. "Why Do I Love You?"
   5. "Bill."
   6. "Old Man River."
7. "A Night of Happiness"—Crosby.
   "A Ship Without a Sail"—Bailey.
8. "Sitting by the Window."
   "Plodding Along—Rinker, soloist.
   "Some Sweet Day."

MORROW GROUP BUYS YUBAN COFFEE

Robert H. McMullen last week announced that a group of capitalists had been formed to take over control of the Yuban Coffee division of Arbuckle Brothers. The group is headed by Robert H. McMullen, chairman of the board of Grocery Store Products; George K. Morrow, chairman of the board of the United Cigar Stores Company and Gold Dust Corporation, and includes Oliver G. Jennings, and George S. Brewster, of the Standard Oil Company; John B. Elliman and James H. Hills and H. H. Mills, respectively president and treasurer of Grocery Store Products, Incorporated.

It is understood that Mr. Jennings and Mr. Brewster are to be elected to the board of Grocery Store Products, Incorporated, and that Yuban Coffee, Incorporated, the new corporation, will become one of the divisions of Grocery Stores Products, Incorporated.

SANTAELLA IN TAMPA

Antonia Santaella, of A. Santaella & Company, manufacturers of the popular "Optimo," has returned to Tampa after spending several weeks in New York City. Mr. Santaella expects to spend the winter months in Tampa with his family.

A cooler smoke
in a DRIER pipe
You pipe smokers will get this . . . You'll find GRANGER "Rough Cut" slower-burning—therefore *cooler*—than granulated or finely cut tobaccos.
So pack your pipe firmly. That way you fill up air spaces, insure even draft; and enjoy the full rich flavor that Wellman's 1870 Method put *into* this fine old Burley.
GRANGER Rough Cut is packed in foil, and sells at 10 cents. Smokers tell us they find this soft foil package "just the ticket."
1 Cut for pipes only
2 Big flakes that burn slow
3 and smoke cool
4 Sweet to the end no soggy heel
GRANGER
ROUGH CUT
...in more pipes every day!
© 1929, LIGGETT & MYERS TOBACCO CO.

REYNOLDS INSURANCE FOR EMPLOYEES

IN FURTHERANCE of its policy of giving practical consideration to the well-being of its employees, R. J. Reynolds Tobacco Company, the makers of "Camel" cigarettes and "Prince Albert" smoking tobacco, has entered into a contributory group insurance contract in excess of $10,000,000 for approximately 10,000 members of its organization. This insurance has been placed with the Equitable Life Assurance Society of the United States. Although thirty days were allowed for employees to accept the plan, within three days of the first announcement 80 per cent. of those in Winston-Salem had registered their wish to participate.

In announcing the new plan, the company expressed its pleasure at making such insurance arrangement as follows:

"R. J. Reynolds Tobacco Company is very much pleased over having been able to arrange for insurance protection for employees as herein announced. The company believes that the plan as worked out is capable of proving very helpful to every employee participating therein. It believes that by so participating in the plan any employee will be working directly toward his or her own greater comfort and security and the greater comfort and security of his or her family or other dependents. Moreover, by working out this arrangement on the group purchase plan, it is possible for the individual employee to secure these benefits at a very much lower premium expense than would be possible for any individual attempting to secure same in any other way than through the group plan."

The plan consists of life insurance, total and permanent disability insurance and non-occupational accident and health insurance. Only employees who have been with the Reynolds Company for six months or more are eligible for policies, which are graduated on a salary basis. The amounts of the policies range from $500 to $10,000, and under the accident and health feature the weekly indemnity varies from $6 to $40, depending upon the worker's income.

In addition to men and women in the Winston-Salem plants and offices, the following Reynolds employees are eligible for policies: all plant managers and members of the supervisory force, salesmen and sales office assistants, leaf tobacco buyers and their assistants, clerks and bookkeepers, agents and employees at all shipping, delivery warehouses and offices of the company.

The smallest life insurance policy isued to a Reynolds employe under the agreement with the Equitable Society is for $500. This policy pays a weekly health and accident indemnity of $6 and costs the insured seventy cents a month. In all, there are eight income classifications, the highest providing for a $10,000 life insurance policy, which pays a weekly health and accident indemnity of $40 and costs $9 monthly.

Employees are not required to take a medical examination provided the insurance plan is accepted within the thirty-day period ending January 1, 1930. When the insured leaves the company he may convert his policy and continue it if he so desires.

Announcement of the group insurance by the Reynolds Tobacco Company followed only a week after its new retirement plan was put into effect. This provides for retirement payments ranging from $6 to $40 per week for male employes sixty-five years of age and female employes sixty years of age, who have been continuously in the service of the company for twenty or more years. The retirement plan also applies to persons employed by the company for twenty years, who are permanently incapacitated for work.

ARITHMETIC AND ADVERTISING

THE FIRST idea in advertising—going some years back—was that So and So's goods were "the best." Beyond that no statement could possibly go. The best was the best, and there the matter ended, except in the minds of members of the public, who thought that the statement was wrong, because their opinion was that other goods were better than the so-called best. Then, following the American lead in advertising, "the reason why" became a leading feature of publicity. "They make their way by the way they're made," "they prevent sore throats," they are smoked by people who have "Wills of their own," and so on. Ingenuity has lately dealt in figures. We got the new Cossor valves—to deviate for a moment—which give 28 per cent. greater emission; 28 per cent. greater power. Now look at that statement and see how arithmetic is brought to bear. Coming back to "our muttons," one notes that Craven "A"—the largest-selling cork-tipped cigarette in the world—has enjoyed 23-1/3 per cent. increase in sales during 1929. Here we have the percentage idea again. No exact figures are used—dear to the heart of the statistician—merely a percentage. But a tobacco firm does not use a whole-page space in the paper of the largest circulation, to talk about percentages, without the sure knowledge that the fact recorded will impress smokers. The whole argument is founded on the truism that nothing succeeds like success. Another firm—it was Godfrey Phillips we believe—some time ago gave actual figures—in millions—of increased sales. Advertising has its fashions, and arithmetic is one. It may be a reflection of the struggle for supremacy between some of the great daily papers, who delight in large circulations and compete on an arithmetical basis. The whole subject is interesting, because it illustrates both the psychology of advertising and the different modes of thought entertained by various advertisers at one epoch or another. If memory serves, it was not so long ago that "Tobacco" committed the indiscretion of publishing the precise and exact figures of output of a famous brand of cigarettes. The total given was very complimentary to the brand, the output of which was given, but such "inside" knowledge was not then broadcast. The present tendency of proclaiming success in terms of actual figures would seem to be a new feature. It is doubtless founded on the idea of mass suggestion, a golden means of accumulating gold. What everyone is doing must be the correct thing! If a manufacturer can inculcate the knowledge that his goods are the fashion, their vogue increases. Factory figures are extremely interesting. They have been covered up in the past. Now that manufacturers are beginning to use them for advertising purposes, a new era has dawned. Some manufacturers, however, are slow to follow every lead that is given them, and we have still to await particulars about the turnover of some of the best sellers. We may have to go on waiting.—*Tobacco*, London.

KROGER SALES INCREASE

Sales of Kroger Grocery and Baking Company for the four weeks ending November 30th amounted to $22,210,595, as compared with $17,788,109 for the same period last year. Sales for the forty-eight weeks of this year were $261,702,807, as compared with $186,696,846 for the same period last year. The Kroger Company sells a large volume of cigarettes in connection with their grocery business.

ADVANCE INFORMATION REGARDING NOVEMBER TOBACCO BUSINESS

THE Tobacco Merchants Association has just issued the following bulletin giving advance information as to the trend of the tobacco business for the month of November:

"Under ordinary conditions, the revenue statistics covering withdrawals of tobacco products or the tax receipts therefrom in the month of November, could not possibly have been made available before the latter part of December.

"But the Industrial Conference called by the United States Commerce Chamber, in pursuance of President Hoover's business stabilization program, in which the T. M. A. has been invited to participate, has made it desirable that we submit the *very latest* information regarding conditions in the tobacco industry, including the *November* figures, if possible.

"Then, too, we felt that it would, of course, be of value to the tobacco industry itself, to know at the earliest moment what effect, if any, the recent Wall Street collapse has had upon the tobacco business.

"Having laid this situation before the Internal Revenue Department, it is with genuine gratitude to this highly efficient and eagerly accommodating governmental department that, as a result of wires most liberally used by the department, we are now able, at this early date, to submit the figures showing Internal Revenue receipts from tobacco products in the month of *November* in some of the revenue districts located in large tobacco manufacturing centres.

"It is to be noted, however, that while the districts thus reported embrace approximately 97 per cent. of the total cigarette taxes and 45 per cent. of the total tobacco and snuff taxes collected by the Government, they constitute only about 28 per cent. of the total cigar taxes. Thus, while these incomplete returns of the revenue receipts from cigarettes and tobacco may safely be taken as a fairly accurate basis for figuring what the complete returns will show, they are hardly sufficient to form a safe basis for calculating the complete returns from cigars.

"In due course our Barometer containing complete returns will be issued as usual.

November Internal Revenue Collections From Tobacco Products by the Following Internal Revenue Districts:

1st California, Kentucky, 1st and 5th New Jersey, 1st, 2nd and 3rd New York, North Carolina and Virginia

	1929	*1928*
From Cigars	$595,617	$653,867
" Cigarettes	27,104,613	24,956,361
" Tobacco and Snuff	2,256,654	2,476,183
Total	$29,956,884	$28,086,411

Percentage of increase over November, 1928, 6.66 per cent.

The total of November, 1928, returns registered an increase of 2.88 per cent. over November, 1927.

The receipts by separate districts were not given. Only the totals were furnished."

GARVETT RETURNS FROM TRIP

Joseph Garvett, sales manager of the Philadelphia branch of the Mazer-Cressman Cigar Company, has returned from a recent visit to the Columbus, Ohio, branch of the company. "Temyson" and "Manuel" sales continue to show a fine increase in this territory over sales for the same period a year ago.

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

THE BEST CIGAR TOBACCOS IN YEARS WERE GROWN IN **1928** LA PALINAS ARE NOW MADE ENTIRELY OF THIS CROP

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

ITALIAN TOBACCO SALES INCREASE

ALTHOUGH several years ago decrees were published in Italy forbidding smoking either in the tramcars or in the cinemas, and several fines were imposed for infractions of this law, recent statistics show that this year more tobacco was smoked, and more money went up in smoke than ever before.

From time to time the public complained of the restrictions, then finally became resigned. Those who could not abide by the law walked instead of riding and refrained from attending picture shows.

There was a considerable decrease in the amount of tobacco bought during this period, then the enforcement became less stringent and each tramcar had a trailer where all smokers could light up. It is said that in the future smoking will be allowed in all cinemas.

The enormous increase in smoking recently has been discussed by doctors, who are now divided into two camps. One group says that smoking is not bad, and cites many cases of men and women of eighty who have smoked all their lives and are well and healthy, but another group placed the blame for many diseases on smoking. Unlike other countries, Italy does not take this question very seriously—there are no anti-tobacco leagues there as there are in the United States.

The Italian State takes in an enormous revenue from its tobacco monopoly. It has its own tobacco fields and factories, which, however, are not sufficient to supply the demand, so foreign cigarettes are imported in large quantities.

In spite of the increased consumption of tobacco in Italy this year, there was a decreased consumption in snuff and expensive cigars.

Snuff is still used, principally by monks, friars, village priests and old men and women. There has been a decrease but it is still sold in fairly large quantities. Another commodity which has lost sales is tobacco for making cigarettes, as the majority prefer to buy their cigarettes already made. Pipe smoking has increased.

The great increase in the sales at the government tobacco shops is in cheaper cigarettes and a cheap cheroot, which is exported in large quantities to London. While this cigar is cheap, and to many an acquired taste, if once indulged in, it is said no other cigar takes its place.

The greatest increase in smoking, statistics show, is due to the use of tobacco by young girls and young men.

ROBINSON REJOINS WEBSTER EISENLOHR

William L. Robinson, who has been connected with the Webster Eisenlohr Co., and the old firm of Otto Eisenlohr & Bros., for a period of more than twelve years, but who resigned from that organization a few months ago, has rejoined the sales force of that Company and will assist Vice-President John Rogers in increasing the distribution and sale of their popular brands in the future.

SCHULTE DIVIDEND

Doubt over the continuation of the dividend on preferred stock of the Schulte Retail Cigar Stores was dispelled on December 2d, when the board of directors announced the declaration of the regular quarterly dividend of $2.

PEGGY O'NEAL CORPORATION

The Peggy O'Neal Cigar Corporation has been incorporated under the laws of the State of Delaware with a capital of $150,000 by Harry C. Hand, Samuel C. Wood and William M. Stevens of New York.

CIGAR FACTORIES DECREASE 472

ACCORDING to statistics just released by the Commissioner of Internal Revenue, at Washington, on January 1, 1928, there were 7974 factories in operation engaged in the manufacture of cigars weighing more than three pounds per thousand, and on January 1, 1929, there were only 7502 factories thus engaged. During the year there were 779 new factories opened, while there were 1251 factories discontinued, thus making a net loss for the year in the number of factories engaged in the manufacture of cigars of 472.

UNITED STORES EXTEND EXCHANGE LIMIT

The United Stores Corporation, formed recently to join the interests of Tobaco Products Corporation, and the United Cigar Stores Company, has extended to January 15th its offer to exchange its stock for stock in the constituent companies. The offer is for Class A and common stock of Tobacco Products Corporation, dividend certificates of Tobacco Products series A, B and C, calling for stock of United Cigar Stores, and for common stock of the United Cigar Stores Company. The basis of exchange remains the same as originally stated.

SCHULTE-UNITED PASSES DIVIDEND

The board of directors of the Schulte-United Five Cent to One Dollar Stores, Incorporated, on Thursday, omitted declaration of the regular quarterly dividend of $1.75 due at this time on the preferred stock. In view of the fact that the stock dropped from $89 to $24 a share this year, omission of the dividend was not unexpected by those in financial circles. The company, organized about two years ago, operates a chain of about sixty stores, some of which are in Canada.

BAYUK DIVIDEND EXTRA

The Board of Directors of Bayuk Cigars, Incorporated, on Friday, declared a quarterly dividend of 75 cents a share on the common stock of the company. Previously the dividend on the common stock has been 50 cents quarterly.

PORTO RICAN-AMERICAN DECLARES BACK DIVIDEND

The board of directors of the Porto Rican-American Tobacco Company has declared a dividend of $1.75 on account of arrears on the Class A stock, in addition to the regular quarterly dividend of the same amount, both of which are payable January 20, 1930, to stockholders of record December 20, 1929. There now remains $3.75 due on the stock.

AMERICAN SNUFF PAYS EXTRA

The board of directors of the American Snuff Company last week declared an extra dividend of fifty cents a share on the common stock and regular quarterly dividend of seventy-five cents on the common, and $1.50 on the preferred stocks of the company.

All three dividends are payable January 2d to stockholders of record December 11th.

DAVE MORRIS' MOTHER PASSES AWAY

The many friends of David F. Morris, agent for the Philippine Government, were very sorry to learn of the passing of Dave's mother at her home in California, on Wednesday of last week. The TOBACCO WORLD joins his many friends in extending sincere sympathy in his great loss.

UNION TOBACCO MEETING

(Continued from Page 4)

The appendix to the directors' letter, which explains the company's position in detail, is herewith quoted in full:

"The nature of the litigation between your company and the American Tobacco Company and the considerations which have led your Board of Directors to recommend the settlement of this litigation and the return of the brands to the American Tobacco Company are as follows:

"Under the lease referred to in the preceding letter, the American Tobacco Company leased to your company until October 31, 2022, the right to sell, in the United States, certain brands of cigarettes and tobacco, the best known of which are "Herbert Tareytons" and "Melachrinos." In return your company agreed to pay the American Tobacco Company (a) a yearly rental of $1,512,000, (b) an additional sum amounting to $92,000 per year for the first three years of the term of the lease (that is, from September 1, 1927, until September 1, 1930), and thereafter amounting to $252,000 per annum, such additional sum being payable out of the first profits of your company after provision is made for dividends on not exceeding $6,000,000 par value of 7 per cent. preferred stock (of which $3,250,000 par value is now outstanding and $1,750,000 par value will probably be issued within a short time pursuant to an agreement, dated August 8, 1927, between your company, the American Tobacco Company and the North Virginia Corporation) and (c) an additional amount equal to one-third of the profits for each calendar year made by your company on the leased brands. The American Tobacco Company is given the right under the lease to manufacture for your company the leased brands of cigarettes and tobacco (except under certain conditions which have not come into existence), your company paying to the American Tobacco Company the cost of manufacture.

"The litigation arises out of a clause of the lease which provides that (1) if an impairment of the capital of your company occurs reducing such capital to $7,000,000 or less and the capital is not restored to more than $7,000,000 within thirty days after demand made upon your company by the American Tobacco Company or (2) if for three consecutive twelve months' periods your company fails to make an average twelve months' profit out of the business leased of at least $1,512,000 (before including in expense any of the aforesaid rentals accrued under the lease), then and in either of such events the American Tobacco Company may cancel the lease, take back the brands and collect liquidated damages from your company of $1,512,000, unless payment of such amount would reduce the net worth of your company below $6,000,000, in which event the American Tobacco Company may collect liquidated damages of not less than $1,000,000.

"On October 7, 1929, the American Tobacco Company served notice upon your company that an impairment of your company's capital had occurred reducing such capital to $7,000,000 or less and called upon your company to make good the impairment, as required by the lease, within thirty days. Your company was also advised by the American Tobacco Company that if the alleged impairment were not made good within the thirty-day period provided for in the lease, the American Tobacco Company would cancel the lease, take back the brands, and proceed to collect damages provided for in the lease.

"The alleged impairment of the capital of your company was occasioned by the decline in the market value of large amounts of stocks of other tobacco companies, notably the common stock and Class A stock of Tobacco Products Corporation, which had been purchased prior to April, 1929, and before your president and the majority of the present board of directors took office. The stocks held by your company at the time the notice of the alleged impairment of capital was given by the American Tobacco Company (and which are still held by your company) are shown on the estimated balance sheet attached hereto.

"The situation created by the attitude of the American Tobacco Company required prompt action. Accordingly a suit was started by your company against the American Tobacco Company and a temporary restraining order procured enjoining and restraining the American Tobacco Company from cancelling the lease and recapturing the brands and ordering it to show cause why a temporary injunction, pending the final judgment upon the merits of the litigation, should not be entered against it. The ground, among others, upon which the injunction was sought by your company was that under the lease your company is entitled to have its assets taken at their "fair value" for the purpose of determining whether or not an impairment of capital has occurred rather than their "market value," and that, taking the assets at their "fair value," no impairment had occurred.

"After the commencement of this suit, negotiations between the two companies for a settlement of the litigation took place. These negotiations resulted in the proposal being made by the American Tobacco Company that the lease be cancelled and the brands returned to it, upon the waiver by the American Tobacco Company of any claim for any damages to which it might be entitled for a breach of the lease by your company.

"Meanwhile your president and your other directors had made a thorough canvass of the situation, and on November 20, 1929, and December 2, 1929, meetings of the board of directors of your company to consider the above-mentioned proposal of settlement were held. As a result of these meetings, your directors determined to submit the proposal to the stockholders with the recommendation that it be accepted.

"The conclusion of your directors that the acceptance of the proposal should be recommended to you was reached only after a very careful study of the situation. They are convinced that as a matter of business it is desirable from the standpoint of the stockholders to discontinue your company's business under the lease. Their conviction is based upon the following considerations:

"(a) Unless the earnings of your company in the sale of the leased brands should show a very marked increase within the next few months your company will be in default under the provision of the lease requiring that for three consecutive months' periods the average twelve months' profits on the leased brands be at least $1,512,000. To secure such an increase in the sales of the leased brands the immediate expenditure of large sums of money in the promotion of these brands would be necessary; and even then there could be no assurance that the necessary increase would be secured. The capital for this purpose, however, is not available. Your company itself now has no capital which can be used for the purpose because its assets are such that, in view of the present unfortunate market situation, they cannot be turned into cash without great

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UNION TOBACCO MEETING

(*Continued from Page 15*)

sacrifice to the stockholders. Your president and your directors have also discussed with large and interested stockholders of your company the possibility of raising fresh capital for promoting the brands, but have found the raising of additional capital to be likewise impossible. Under the circumstances, therefore, there seems no reasonable prospect of avoiding a cancellation of the lease next August even if the present litigation is successful:

"(b) It appears that carrying on business under the lease in the present circumstances will almost certainly result in further loss to your company's stockholders.

"As stated above the lease requires the annual payment by your company to the American Tobacco Company of $1,512,000 for the privilege of selling the brands. The first profits (after payment of this rental) of your company, to the amount of $350,000 upon $5,000,000 par value of First Preferred Cumulative 7 per cent. stock (of which, as stated above, $3,250,000 is now outstanding and $1,750,000 will probably be issued shortly), are required to be set aside for dividends on this First Preferred stock. The next profits of your company, up to $92,000 per annum until September 1, 1930, and thereafter up to $252,000 per annum, must be paid to the American Tobacco Company as additional compensation for the lease of the brands. Accordingly, until September 1, 1930, your company must earn over and above its operating expenses approximately $1,945,000 per annum, and after September 1, 1930, approximately $2,114,000 per annum, before there are any earnings which may be applied as dividends on the Class A stock or common stock. Even if the earnings reach this point the American Tobacco Company is entitled, under the lease, to one-third of the profits of the leased brands.

"Your company has been conducting business under the lease for a period of twenty-six months, from September 1, 1927, to October 31, 1929. During this period, the average monthly earnings on the leased brands before payment of any of the rentals have been less than $118,000, or at the rate of less than $1,416,000 per annum. Your company recently adopted a new coupon plan for promoting the sales of cigarettes; but even upon the assumption that this plan proves to be up to the best expectations of the officers of your company, it is estimated that the earnings will not exceed $96,000 per annum over and above the fixed rental of $1,512,000 per annum. This $96,000 would be $254,000 less than the $350,000 requirement for First Preferred Cumulative 7 per cent. stock dividends.

"Your directors, in brief, believe that even though the litigation with the American Tobacco Company should prove successful it would likely be long and expensive and would at best result in a barren victory; and that in the present circumstances continued operations under the lease would only result in further losses and would diminish the likelihood of any return to the stockholders from appreciation in value of the securities held by your company. Your directors also feel that even if the litigation should be successful for the moment, it would probably be only a matter of time before the right of the American Tobacco Company to terminate the lease and recapture the brands would clearly rise and that the brands would ultimately be lost under circumstances which might not make possible an escape from the payment of the damages now claimed by the American Tobacco Company or a substantial part thereof.

"Accordingly, they recommended that you vote in favor of the proposed settlement, and that if you cannot attend the stockholders' meeting in person, you date, sign and return the enclosed proxy."

A note added to explain the company's business in the event that the agreement is cancelled declares:

"If the agreement is cancelled and the brands returned to the American Tobacco Company, your company will cease to engage in the tobacco business; its inventories will be sold, its accounts receivable collected and its liabilities paid, such payment to be provided for in part by the payment to it of the subscription price of the $1,750,000 par value of its First Preferred Cumulative 7 per cent. stock which is expected will shortly be issued. Your company will then be free from debt and will hold the stocks listed on the estimated balance sheet attached hereto.

"It is not contemplated at present that your company will be dissolved and its remaining assets liquidated, however.

"Your board of directors has determined that although some of the stocks which it holds are of little or no value, there is a reasonable expectation that the large investment of your company in the stocks of Tobacco Products Corporation will ultimately show a considerable appreciation over the amount for which it could now be disposed of, and that it is, therefore, for the best interest of your company and its stockholders to hold these stocks as an investment."

UNITED STATES CIVIL SERVICE EXAMINATION

THE United States Civil Service Commission announces the following open competitive examination:

Marketing specialist (tobacco), $3800 to $4400 a year.

Applications for marketing specialist (tobacco) must be on file with the Civil Service Commission at Washington, D. C., not later than January 8, 1930.

The examination is to fill vacancies in the Bureau of Agricultural Economics, Department of Agriculture, for duty in Washington, D. C., or in the field.

The entrance salaries range from $3800 to $4400 a year. Higher-salaried positions are filled through promotion.

The duties are, under general direction of the project leader, to plan, outline, supervise, and to be responsible for the field work connected with tobacco grading in the region to which assigned; the instruction of graders in methods of grading tobacco; the establishment and maintenance of standard tobacco grades including the preparation of specifications; and representing the Bureau and Department in its contacts with State and commercial tobacco interests.

Competitors will not be required to report for written examination at any place, but will be rated on their education, experience, and fitness, and on a thesis or discussion.

Full information may be obtained from the United States Civil Service Commission at Washington, D. C., or the Secretary of the United States Civil Service Board of Examiners at the post office or custom house in any city.

CIGARETTE PRICE WAR

(*Continued from Page 3*)

In view of the fact that the reduction in prices will be nation-wide, it is deemed obvious that the earnings of companies specializing in the retailing of tobaccos will be cut into heavily. Cigarettes constitute approximately 50 per cent. of the retail tobacco business, according to the trade.

Vanishing cigarette profits are expected to force tobacco retailers to diversify even more widely than they have in the last year. Only recently the United Stores added books and publications to its sidelines and United and Schulte stores now vend numbers of articles hitherto in the province of the book shop, the restaurant and the confectionery store.

The cut in price marks the failure of United Stores and others who advanced their retail prices on October 7th to maintain volume of cigarette sales in the face of competition from Schulte, grocery and drug chains and cut rate tobacco companies.

In announcing the United's decision to slash prices to twelve cents a package, A. C. Allen, vice-president, said:

"We did not wish to take this action, but were forced to do it by competition, and in order to keep up volume of sales. Losses are incurred either way. Our volume was suffering."

Discussing the new retail price with relation to the wholesale figure, Mr. Allen stated that all of the popular brands now were selling at $6.40 a thousand. This was the new price established early in October by the manufacturers. The increase at that time was 40 cents a thousand, except in the case of "Old Gold," which increased the price from $6.10 to $6.40 a thousand.

On the $6.40 price the discount is 10 per cent. to direct buyers and 2 per cent. for cash, bringing the net cost per thousand, to those who buy direct and pay cash, to $5.64, or 11.28 cents per package. The profit on a package retailed at 12 cents, therefore, would be approximately only 6 per cent.

According to Mr. Allen, overhead and other charges allocated to cigarette sales by the retail stores would be considerably in excess of 6 per cent. One source in the trade estimated retailers' costs in this connection from 16 to 20 per cent.

It is also pointed out that the practice of giving matches with cigarette purchases would further cut into any possible margin between the wholesale and retail price. The cost of a clip of matches, including handling, is figured by the United at about a third of a cent.

American Tobacco Company officials and executives of other wholesale and manufacturing interests declared that there was no prospect of a cut in the wholesale price of cigarettes.

According to these interests, the price war is entirely between the retailers; that the present wholesale level is "reasonable and moderately profitable," and that if those catering to consumers decide to engage in a price war it is entirely their own affair.

THREE YEAR OLD SMOKES CIGARETTES

Mrs. Rose Gordon, of Omaha, Neb., filed suit for divorce from her husband on December 11th, charging that he taught their son to smoke cigarettes when he was one year old, and that the child now is a regular cigarette smoker at the age of three years.

Mrs. Gordon also charges that her husband's relatives gave the child a pipe to smoke.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WANTED—SALESMAN, NOW CALLING ON RETAIL TRADE. Large additional income easily made selling from pocket illustration. Ideal sideline. Address, Lorrac Products Co., Philip St., Albany, N. Y.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

F. T. C. MAY INVESTIGATE

(*Continued from Page 4*)

Mr. Schulte's statement commending the new price-cutting move as constructive, was as follows:

"The United announcement of their new price for cigarettes is most opportune and is, in my opinion, a move that should prove beneficial to the entire retail tobacco field. In April of this year I made the statement that the demoralized conditions in the retail tobacco field must necessarily be corrected by the manufacturers and, unless this was done, it was unfortunate but necessary that the chain retail tobacco stores would be forced to sell cigarettes at a price that could not produce adequate profit. In May of this year, our company, in keeping with the above views, was forced to reduce our cigarette prices. This recent move of the United is consequently welcomed by me as an additional step in the right direction—the ultimate goal of all retail tobacco dealers being the awakening of a public consciousness that will permit cigarettes to be sold at a fair price to the public and with a fair margin of profit to the dealers."

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PORCIANA:—45,015. For all tobacco products. November 30, 1929. George Schlegel, Inc., New York, N. Y.

LORD ROCHESTER:—45,616. For smoking tobacco. November 15, 1929. Silver Rod Stores, Brooklyn, N. Y.

TRANSFERS

GARCIA SUBLIME:—30,507 (Tobacco World). For cigars. Registered October 30, 1914, by Steffens, Jones & Co., New York, N. Y. Through mesne transfers acquired by the Great Western Cigar Factory, Chicago, Ill. Re-transferred to H. B. Franklin & Co., Chicago, Ill., November 14, 1929.

CROYDON:—16,834 (U. S. T. J.). For cigars. Registered December 14, 1895, by S. R. Moss, Lancaster, Pa. Transferred by Jacob S. New, receiver for Kraus & Co., Inc., Baltimore, Md., successors to the original registrant, to D. Emil Klein Co., Inc., New York, N. Y., November 29, 1929.

News from Congress

(Continued from page 8)

Charge May Be Made For Postal Directory Service

Legislation authorizing the postal service to impose a charge of two cents, in addition to the regular postage, upon all mail matter on which directory service is necessary to insure delivery, is recommended by Postmaster General Walter F. Brown in his annual report, just submitted to Congress. Directory service costs the department approximately $2,000,000 a year, the Postmaster General states, and it is not believed the department should be called upon to bear this burden, since the great majority of cases in which directory service is required are due to the carelessness of the sender in omitting street addresses.

The department also recommends legislation permitting the collection of additional fees for the extra work caused when a money order is presented for payment at an office other than that on which it is drawn; authorization for fees for inquiries made by patrons concerning registered, insured or collect-on-delivery mail and for postal money orders; charges for return receipts for domestic registered and insured mail requested after mailing; fees for additional receipts or certificates of mailing to senders of various classes of mail matter, and unlimited indemnity for registered mail, now fixed at a maximum of $1000. The report also urges enactment of the bill now pending in Congress to authorize the department to impose demurrage charges on undelivered collect-on-delivery parcels.

Receipts of the postal service during the fiscal year 1929 totaled $696,947,577, an increase of $3,313,656 over 1928, while expenditures totaled $782,343,648, an increase of $56,643,882, the bookkeeping deficit for the year being $85,461,176.

CUBAN EXPORTS

During the September, 1929, quarter, Cuban tobacco exports totalled 9,713,000 pounds, divided as follows: Wrapper, 140,000; filler, 4,523,000; stemmed, 4,388,000, and scraps, 662,000, and the total value was $6,371,766. To the United States was shipped practically all of the wrapper, 750 tons of filler, 1900 tons of stemmed, and all of the scrap, except 10 tons, which went to Canada. Spain took 700 tons of filler, Holland 155 tons, Germany 113 tons, Argentina 110 tons, Chile 65 tons, Belgium 32 tons, and Canada 85 tons. Canada took 33 tons of stemmed and Uruguay 12 tons. Amounts not accounted for, as noted, were widely distributed. Cigar exports amounted to 21,768,629, of which England received approximately 10,000,000, and the United States 4,500,000. Cigar distribution was wide, the heaviest buyers being Argentina, France, Australia, British Africa and Germany. Cigarette exports totalled 19,052,985, French Africa and the British Colonies being large purchasers. Panama took 7,000,000, Argentina 6,000,000. Columbia 2,000,000, and the Canary Islands 2,000,000, with a wide distribution of the remainder. A total of 81,570 pounds of Picadura, valued at $43,549, were shipped, the heaviest buyers being France, England and Africa.—(L. J. Keena, Consul.)

PHILIPPINE TOBACCO MARKET

The monthly Manila radiogram to the Tobacco Section, Department of Commerce, advises that the October tobacco market showed little change from activities of the previous month. Latest reports available indicate that all of the La Union Province crop was sold to japan at an average of (26 yen) $12.42 per hundred pounds, C. I. F. Kobe. The sale included third grade and some first and second grades. Local dealers holding stocks of previous crops are asking higher prices than those prevailing in September, due to higher prices of this year's crop of the provinces of Cagayan and Isabela. Exports of stripped leaf and scraps during October amounted to 4,050,000 pounds, out of which France took 2,293,000, Japan 92,000, Korea 234,000, North Africa 115,000, Europe 32,000, Spain 1,060,000, Uruguay 53,000, and the United States 171,000. Cigar exports during October, 1929, amounted to 16,300,000 pieces.

F. T. C. Censor Advertising

Creation of an organization to clean up newspaper and periodical advertising was the outstanding feature of the Federal Trade Commission's activities during the last fiscal year, according to the annual report submitted by the Commission to Congress.

Three of the Commission's attorneys have been designated as a board to investigate false and misleading advertising and to initiate cases which are then prosecuted by the Commission in the same manner as other complaints. The work of the board is unofficial and the intention is to dispose of as many cases as possible without formal action.

Prior to the creation of the board, the report shows, a large number of applications for complaints were filed charging publication of false and misleading advertisements in newspapers, magazines and other publications, resulting in the issuance of complaints against numerous advertisers.

As a result of a number of informal hearings which have been held on complaints filed since the establishment of the board, it is declared, many advertisers and their advertising agencies are engaged in modifying their advertising copy so as to eliminate the matter considered unlawful and unfair by the Commission.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO — HIGH GRADE CIGAR BOXES — CEDAR SAW MILLS — PLANING MILLS — LABELS, RIBBONS CIGAR MAKERS SUPPLIES — ESTABLISHED 1875 — ILL. ASHLAND 0247 — 637-641 EAST 17TH ST. NEW YORK

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPH C COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
188 WASHINGTON ST. CHICAGO — FIRST NATIONAL BANK BLDG. TAMPA — 620 POYDRAS ST. NEW ORLEANS — 183 173 MAIN ST. SAN FRANCISCO

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.
Write for Your FREE Copy
R. L. POLK & CO.,
Detroit, Mich.
Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Rail Road Mills Gail & Ax's **SNUFF** Est. 1760 Est. 1825 Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotches
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmon

"This advertisement appeared in a recent issue of the Saturday Evening Post"

Thrill... of the NEW!

What the airplane is to travel, the Burns Panatela is to smoking ... the stylish new way to enjoy tobacco . . . ¶Men who like style—young men and men with young ideas—men who never before smoked cigars—get a lift from this long, graceful cigar of unmistakable refinement . . . ¶You too will like it—and the mild flavor of its pedigreed clear Havana filler.

"Robert Burns newspaper advertising is now appearing in the leading cities of the United States"

End of Volume